

# North Beach Waterfront Revitalization Plan

COASTAL ZONE  
INFORMATION CENTER

October 1983

The Phipps Group  
The Waterfront Center  
J.M. Hutto Associates  
Alan Sparber & Associates

HT  
177  
.N67  
1983  
c.2

HT177.N67N67 1983 C.2

NORTH BEACH  
...  
WATERFRONT REVITALIZATION PLAN

Town of North Beach, Maryland

October 1983

Prepared by:

The Phipps Group  
The Waterfront Center  
J.M. Hutto Associates  
Alan Sparber & Associates

## TABLE OF CONTENTS

|   | <u>Page No.</u> |
|---|-----------------|
| Table of Contents                                     | ii              |
| List of Figures                                       | v               |
| List of Tables  | vii             |
| Preface   | viii            |
| Executive Summary                                     | ix              |
| I. INTRODUCTION                                       | 1               |
| A. Purpose of this Waterfront Revitalization Plan     | 2               |
| B. Background   | 2               |
| C. Existing Conditions                                | 7               |
| 1. Population and Demographics                        | 7               |
| 2. Economic Conditions                                | 9               |
| 3. Land Use and Zoning                                | 10              |
| D. The Steering Committee Process                     | 14              |
| II. REVITALIZATION GOALS                              | 17              |
| III. THE BEACH AND THE NATURAL ENVIRONMENT            | 20              |
| A. Introduction                                       | 21              |
| B. The Shoreline of the North Beach Waterfront        | 21              |
| C. Geomorphic History of the Vicinity                 | 22              |
| D. Historical Changes in the Shoreline in North Beach | 23              |
| E. Littoral Processes Along the North Beach Shoreline | 25              |
| F. Coastal Morphology of the North Beach Shoreline    | 26              |

|     |   |    |
|-----|---|----|
| G.  | Beach Nourishment Alternatives                        | 32 |
| H.  | Recreational Boating Alternatives                     | 32 |
| I.  | Protection From High Wave Energy                      | 34 |
| J.  | Dredging Requirements                                 | 34 |
| K.  | Recommendations and Conclusions                       | 35 |
|     | 1. The Beach  | 35 |
|     | 2. Waterfront Structures                              | 35 |
|     | 3. Marina Development                                 | 36 |
| IV. | WATERFRONT RECREATION                                 | 38 |
| A.  | Introduction  | 39 |
| B.  | Ideas From Other Areas                                | 40 |
| C.  | Analysis of Existing Recreation Opportunities         | 40 |
| D.  | Waterfront Recreation Concepts and<br>Recommendations | 41 |
|     | 1. Public Pier and Restaurant                         | 41 |
|     | 2. Waterfront Park                                    | 43 |
|     | 3. Baywalk  | 45 |
|     | 4. Public Bathhouse                                   | 45 |
|     | 5. Boat Launch  | 47 |
| V.  | COMMERCIAL REVITALIZATION                             | 49 |
| A.  | Introduction  | 50 |
| B.  | Changed Nature of Retailing                           | 51 |
| C.  | Cars and North Beach                                  | 51 |
| D.  | Revitalization in North Beach                         | 52 |
| E.  | Need for Private Investment                           | 53 |
| F.  | Commercial Revitalization Recommendations             | 53 |
|     | 1. IGA Site   | 54 |
|     | 2. Public Pier and Restaurant                         | 57 |
|     | 3. Calvert Hotel Site                                 | 60 |
|     | 4. Hotel/Inn Site                                     | 63 |
|     | 5. Bowling Alley and Motel Site                       | 65 |
| G.  | Financing Incentives                                  | 69 |
|     | 1. Rehabilitation                                     | 69 |
|     | 2. New Construction                                   | 70 |
| VI. | TRANSPORTATION AND PARKING                            | 71 |
| A.  | Introduction  | 72 |
| B.  | Existing Transportation Access                        | 72 |
| C.  | Transportation Recommendations                        | 73 |
| D.  | Parking Situation                                     | 74 |
| E.  | Parking Recommendations                               | 74 |

|   |     |
|---|-----|
| VII. DESIGN AND PUBLIC IMPROVEMENTS                                 | 75  |
| A. Introduction   | 76  |
| B. Design Standards   | 77  |
| C. Public Improvements  | 79  |
| 1. Streetscape  | 79  |
| 2. Sidewalks  | 80  |
| 3. Gazebo   | 81  |
| D. Recommendations  | 83  |
| VIII. IMPLEMENTATION STRATEGY                                       | 84  |
| A. Introduction   | 85  |
| B. Staging and Cost of Public Improvements                          | 86  |
| C. Staging and Cost of Private Investment                           | 86  |
| APPENDICES  |     |
| A. ESTIMATION OF SAND FILL VOLUMES FOR BEACH<br>NOURISHMENT PROJECT | A-1 |
| B. ESTIMATE OF DREDGING VOLUME AND COST                             | B-1 |
| C. EVALUATION OF WATERFRONT STRUCTURES                              | C-1 |
| D. LIST OF BUSINESSES IN NORTH BEACH                                | D-1 |
| E. RELEVANT NEWSPAPER STORIES                                       | E-1 |
| F. 1920'S PROMOTIONAL BROCHURE FOR NORTH BEACH                      | F-1 |

## LIST OF FIGURES

|                                     | <u>Page No.</u> |
|-------------------------------------|-----------------|
| 1. North Beach Beachfront           | 3               |
| 2. North Beach Community            | 4               |
| 3. Regional Location                | 6               |
| 4. Land Use                         | 12              |
| 5. Property Ownership               | 13              |
| 6. Zoning                           | 15              |
| 7. Historical Shoreline             | 24              |
| 8. Location Map of Shore Profiles   | 27              |
| 9. Shore Profile - Location 1       | 28              |
| 10. Shore Profile - Locations 2 & 3 | 29              |
| 11. Shore Profile - Locations 4 & 5 | 30              |
| 12. Shore Profile - Locations 6 & 7 | 31              |
| 13. Location Map                    | 33              |
| 14. North Beach Pier                | 42              |
| 15. Waterfront Park                 | 44              |
| 16. Baywalk                         | 46              |
| 17. Marina/Boat Launch Site         | 47              |
| 18. IGA Site                        | 55              |

|  |    |
|--|----|
| 19. Public Pier and Restaurant               | 58 |
| 20. Calvert Hotel                            | 61 |
| 21. Hotel/Inn Site                           | 64 |
| 22. Bowling Alley and Motel Site             | 66 |
| 23. Recommendations Summary Map              | 68 |
| 24. Calvert Hotel Architectural Features     | 78 |
| 25. Baywalk Location                         | 80 |
| 26. Location of Needed Sidewalk Improvements | 81 |
| 27. Public Improvements                      | 82 |

## LIST OF TABLES

|  | <u>Page No.</u> |
|--|-----------------|
| 1. North Beach, Population, 1930-1980  | 8               |
| 2. North Beach, Population Distribution by<br>Age Group, 1970-1980                                 | 8               |
| 3. North Beach, Occupied Housing Units by<br>Tenure and by Year Household Moved into<br>Unit, 1980 | 11              |
| 4. Cost of Implementation, Public Investment,<br>October 1983                                      | 87              |
| 5. Cost of Implementation, Private Investment,<br>October 1983                                     | 90              |



## Preface

Success in a revitalization program depends to a great extent upon a shared vision for the future. The recommendations in this Plan are due to the work and dedication of many individuals and groups. In particular, we wish to acknowledge the major contributions of that small band of seven who composed the Revitalization Steering Committee which produced a balanced and sensitive series of recommendations. In addition, we wish to thank that large group of North Beach citizens who faithfully attended the public sessions, wrote letters, and submitted their suggestions which form such a key component of this Plan. Our special thanks are extended to those curators of North Beach's history, Bernie Loveless, Vic Scuderi, and Dale Thomas who so generously gave of their memories and their pictures of the past. No progress would be possible without the support and cooperation of the local agency representatives. We wish particularly to thank Vivian Marsh of the Calvert County Department of Planning and Trisha Bednarz of the State Department of Natural Resources for their assistance. Finally, we thank the elected officials of the Town of North Beach. Without the political vision and courage of the Mayor and Town Council, this Plan would not be possible.

The Phipps Group has been responsible for the overall direction and management of the Waterfront Revitalization Plan. J. M. Hutto Associates prepared the analysis and recommendations on the beach and the natural environment, while the Waterfront Center was responsible for the waterfront recreational aspects of the study. Alan Sparber & Associates, Architects have been able to translate general development goals into graphic blueprints for the future.

The Phipps Group  
The Waterfront Center  
J. M. Hutto Associates  
Alan Sparber & Associates, AIA

**EXECUTIVE SUMMARY**

## EXECUTIVE SUMMARY

### I. INTRODUCTION

The purpose of this Waterfront Revitalization Plan is to provide the basis for future public and private improvements in the waterfront and commercial area of North Beach. The revitalization goals and the plan recommendations were developed with strong business and community involvement and support.

### II. REVITALIZATION GOALS

The revitalization goals approved by the steering committee and community in a public meeting form the basis for development of this Waterfront Revitalization Plan.

The general goal is to "promote controlled and attractive change to improve the waterfront and commercial areas of North Beach, so that it serves the needs of the Town as well as the broader community by generating revenue, while remaining sensitive to the unique character of the Town."

Other approved goals deal with public improvements, issues of development, issues of rehabilitation and issues of design.

### III. THE BEACH AND THE NATURAL ENVIRONMENT

This chapter establishes a basis for waterfront revitalization and includes development of realistic on-shore and off-shore recommendations that are sensitive to the natural environment. The recommendations can be summarized as follows:

- o The sand beach should be rebuilt through the addition of appropriately sized sand material to provide erosion abatement and waterfront recreation possibilities. An engin-

eering and cost effectiveness analysis should be done to determine the location and the depth of the rebuilt beach.

- o Repair and maintain such groins, jetties, bulkheads and other structures that are necessary to properly retain the sand beach.

- o In the short term, re-open the existing marina at the north end of Town and develop a small boat ramp. Encourage recreational rental activity such as wind-surfing and catamarans. Develop off-shore structures that will protect the marina and boat ramp. Identify suitable sites for disposal of dredge spoil. In the long-term, evaluate the feasibility of substantial marina construction in this area.

- o Remove stormwater outfalls from the sand beach area.

#### IV. WATERFRONT RECREATION

In its prime, North Beach was oriented to water-based recreation, with a popular swimming beach, pier and dance pavilion. It has today a major opportunity to take advantage of its waterfront location on Chesapeake Bay to meet a range of recreational interests. The waterfront recreation recommendations are as follows:

- o The Town should acquire the privately-held portion of the beach to insure public access to the waterfront for swimming and other recreational activities.

- o The Town should acquire the privately-held pier and rebuild it to provide facilities for fishing, strolling, boating and dining.

- o Establish a public open space waterfront park at the foot of Fifth Street with a visible landmark such as a gazebo.

- o Provide a public baywalk with trees, benches, and lights along the waterfront from First Street to Fifth Street which would connect with a walkway in the vicinity of the waterfront park and pier and would continue along the existing, but enlarged, boardwalk, ending at Atlantic Avenue.

- o Provide a Town bathhouse, changing rooms and toilets for recreation visitors.

- o Open up the artesian well located on the beach near the pier as a drinking fountain and/or washing area.

- o Install nets offshore to protect swimmers from nettles and recreation boat traffic.

#### V. COMMERCIAL REVITALIZATION

Decline in a commercial area stems from a wide variety of factors which have developed over time and which cannot be reversed overnight. Private investment is a necessary part of this revitalization effort. Following are the recommendations for private development and rehabilitation:

- o The IGA site has been identified as a central corner in the revitalization of the beach area. In the short term, it is recommended that the existing buildings be rehabilitated and all vacant and underutilized buildings be opened up for new retail uses. In the long term, the site should be redeveloped retaining the IGA and adding additional retail space.

- o It is recommended that a new restaurant be constructed at the end of the rebuilt pier.

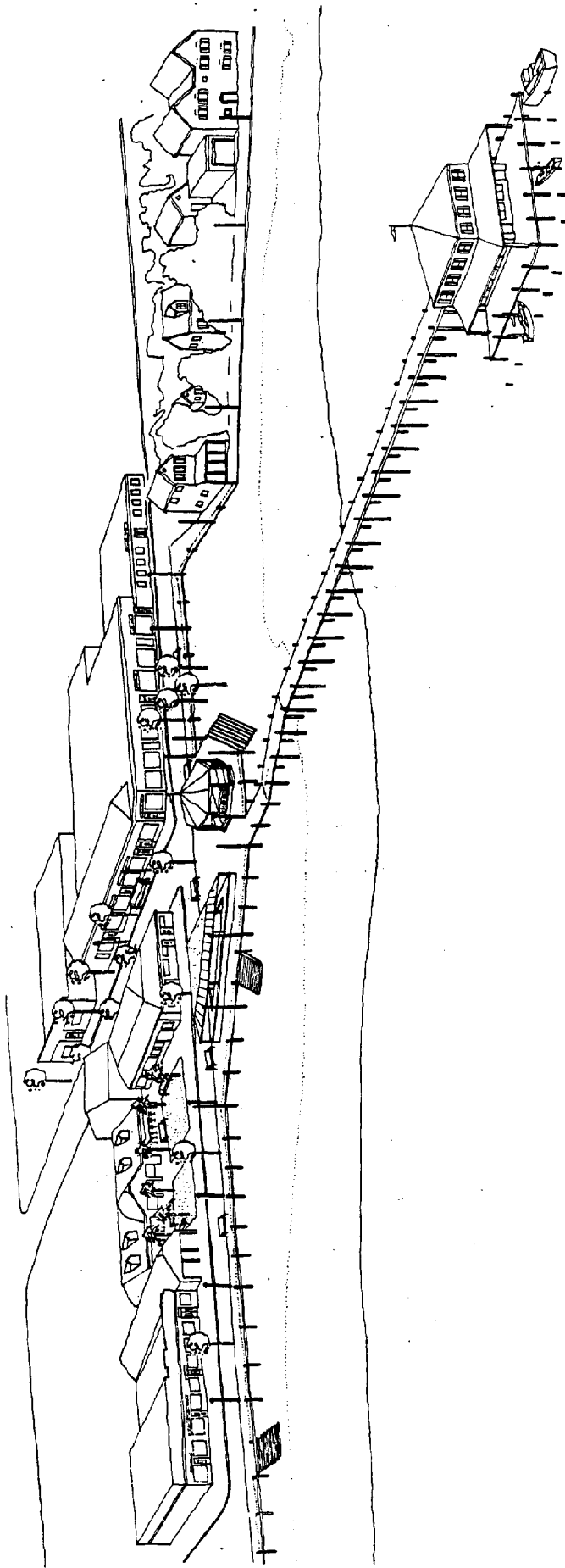
- o The Calvert Hotel structure should either be rehabilitated, if economically feasible, or, if not, the site should be redeveloped as a small inn.

- o The property on the southwest corner of Chesapeake Ave and Third Street should be redeveloped as a small hotel/inn.

- o The bowling alley/motel site on Bay Ave, in the short term, should be rehabilitated and improved to perform a more retail function by opening up small retail space fronting on Fifth Street. The long term recommendation is to redevelop the property into beach oriented retail stores.

- o Implement the new water and sewer construction program.

- o Encourage infill construction of commercial buildings and uses on vacant lots in the commercial areas of Bay and Chesapeake Avenues.



# NORTH BEACH WATERFRONT REVITALIZATION

THE PHIPPS GROUP  
 THE WATERFRONT CENTER  
 J.M. HUTTO CONSULTANT SERVICES  
 ALAN SPARBER & ASSOCIATES

SEPTEMBER

## VI. TRANSPORTATION AND PARKING

Adequate transportation arterials and access to the beach and commercial areas are important to the successful revitalization of the area. Proper parking areas are also necessary to accommodate visitors. Following are the transportation and parking recommendations:

- o Route 261 should be re-routed to run along Chesapeake Avenue from First Street to Seventh Street.

- o First Street should be one-way east from Chesapeake Ave to Bay Ave and Bay Avenue should be one-way north from First Street to Seventh Street.

- o Fifth Street between Bay Avenue and Chesapeake Avenue should be one-way westbound in order to reduce potential traffic congestion at the Bay Avenue/Fifth Street intersection.

- o Atlantic Avenue would be one-way northeast between Seventh Street and Ninth Street.

- o Provide angle on-street parking on the west side of Bay Avenue between First Street and Seventh Street.

- o Additional off-street parking should be incorporated, where feasible, in any new development proposals.

- o Angle parking should be provided for residents and visitors along Atlantic Avenue between Seventh Street and Ninth Street.

- o Public parking areas should be made available on current vacant parcels in the Town. The vacant parcels could be purchased or leased by the Town for such use.

## VII. DESIGN AND PUBLIC IMPROVEMENTS

One of the best opportunities for visible results, leading to greater commercial activity, lies in improvement of the storefronts and in creation of a pleasant pedestrian environment. Following are the design and public improvement recommendations:

- o Develop design standards for commercial facades and provide architectural and financing assistance.

- o The design theme for both public and private improvements in North Beach should recall the best of beachfront

design as exemplified in the 1920's photograph of the Calvert Hotel. To carry out this design theme, design standards for commercial facades should be developed and adopted for public improvements and private rehabilitation/development. Architectural and financing assistance should be provided to encourage compliance with the design standards.

- o Implement a strong code enforcement program to require commercial property owners to maintain their buildings and meet required health, safety and facade standards.

- o New concrete sidewalks, curbs and gutters should be installed throughout the commercial area from First Street to Seventh Street and from Chesapeake Avenue to Bay Avenue. The sidewalks should be lined with shade trees, benches, decorative streetlights, trash receptacles and kiosks for advertising.

#### VIII. IMPLEMENTATION STRATEGY

The effectiveness of this North Beach Waterfront Revitalization Plan depends upon the implementation of the major recommendations in an orderly fashion. The implementation of these recommendations will depend upon the support and encouragement of the citizens of North Beach, the responsiveness of the business community and property owners, and the commitment of Town officials.

Because evidence of public commitment to revitalization will be necessary before realistic private investment can take place, it is recommended that public acquisition of the beachfront and pier and public improvements begin as soon as funds can be made available.



**CHAPTER I**

**INTRODUCTION**

## CHAPTER I

### INTRODUCTION

#### A. Purpose of this Waterfront Revitalization Plan.

The purpose of this Waterfront Revitalization Plan is to provide the basis for future public and private improvements in the waterfront and commercial area of North Beach, Maryland. It includes general guidance for dealing with overall revitalization, as well as site specific proposals designed to encourage new private investment, and an identification of necessary public actions. The revitalization goals and the Plan recommendations were developed with strong business and community involvement and support.

#### B. Background.

North Beach has had a strong and colorful history since the turn of the century when a railroad line out of Washington helped to create this delightful shoreside community. A group of investors, recognizing the resort potential of the area, formed what was to become the Chesapeake Beach Railroad Company, to lure Washingtonians away from the hot, dirty and overcrowded Capital. "Rail service was initiated in 1899 and development soon radiated from the railroad's terminus at Chesapeake Beach. Hotels, rooming houses, and restaurants were built to accommodate the crowds of vacationers, and summer homes were constructed in response to advertising promotions, stressing the qualities of seashore living."<sup>1</sup> At the peak of the railroad's business, more than 350,000 people rode the line to the beaches annually (see Figures 1 and 2).

Located on the northeastern corner of Calvert County, North Beach benefits from a lovely setting on the Chesapeake

---

<sup>1</sup>Comprehensive Plan for North Beach, Maryland, 1974,  
pg 5.

# NORTH BEACH

MARYLAND

---

The most delightful  
Summer Resort  
on Chesapeake Bay

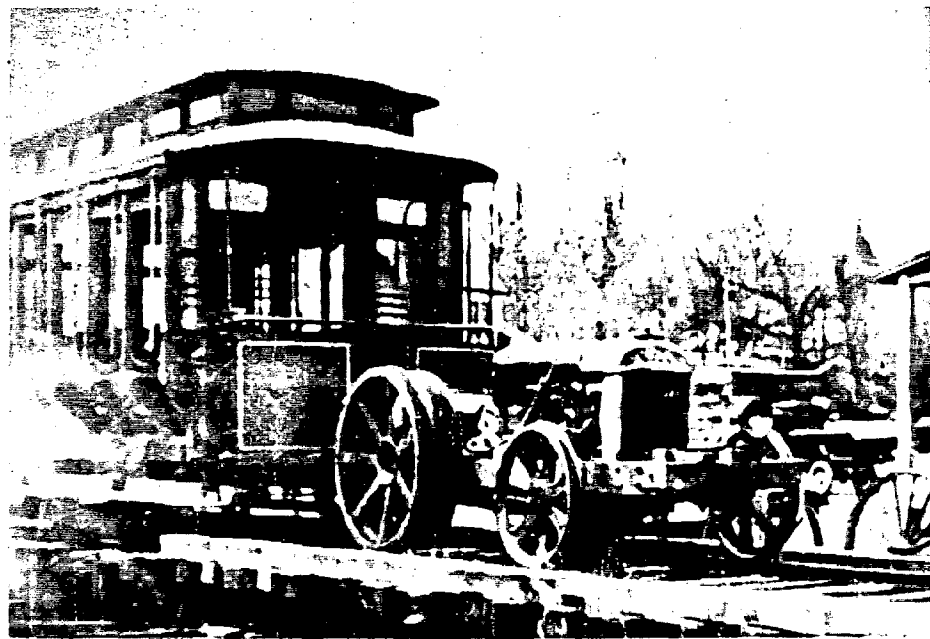


North Beach, Md.,  
is 25 years ahead  
of its competitors

---

A Real Health and Pleasure Resort

FIGURE 1



If it's electric... B. G. ...  
 Electrical Contractor, N...  
 For Low Prices, Service  
 SANITARY  
 Fresh Fruits, Vegetab...  
 Oil — G...  
 NORTH BEACH  
 Battery Charging and Rent...  
 House of Courteous Ser...  
 M. & A. MOTOR LINES, Inc.  
 North Beach Passenger and Freight Lines  
 Freight Term'l 710 7th St. SW. Phone NA 0213  
 On the Bay Front opposite Temple of Mirth  
 SINCLAIR'S SANDWICH SHOP  
 Soft Drinks, Ice Cream, Light Lunch, Cigars, Etc.  
 Further information — N. B. Chamber of Comm...  
 HEAD & BRO. Material, ...

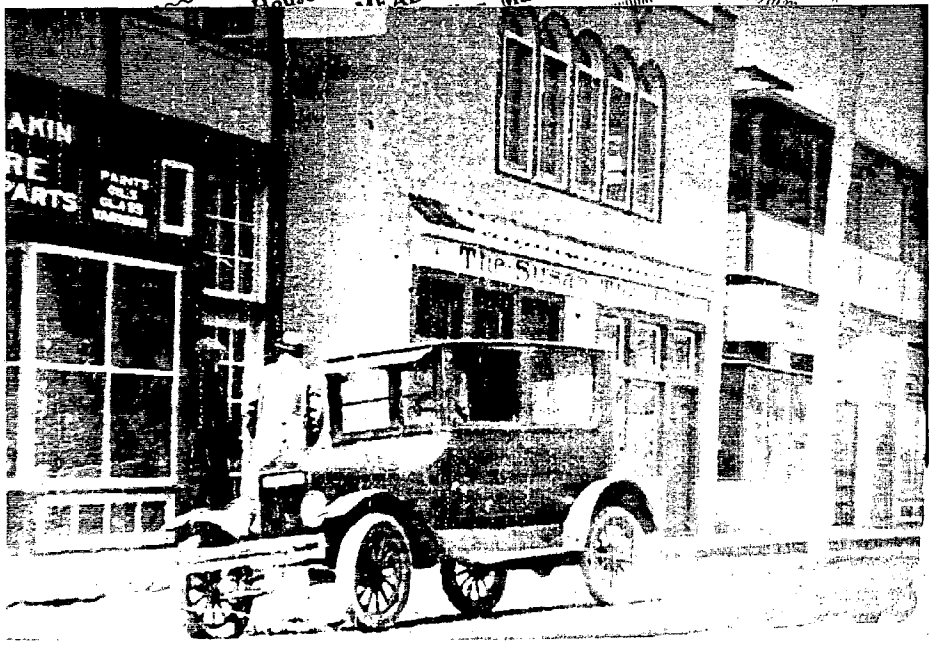


FIGURE 2

Bay (see Figure 3). It is bounded on the north by Anne Arundel County, and immediately to the south by Chesapeake Beach. At its height, before World War II, North Beach was known for its small hotels, grand ballrooms, restaurants, and dining pier.

In the mid-1930's, two events occurred which were to have a great impact on the future of North Beach. The great storm of 1933 destroyed the pier with its popular dance hall and Captain Oscar's Crab House, and washed away much of the Town's beach. The same storm destroyed the large amusement park in Chesapeake Beach, and eroded the steamboat pier which connected these shore communities to the populations of Baltimore and its suburbs. While the North Beach pier restaurant was rebuilt and opened for business as "Uncle Billy's", business was never as brisk as it had been earlier. Leased to a series of different managers over the years, Uncle Billy's finally burned in the mid-1970's.

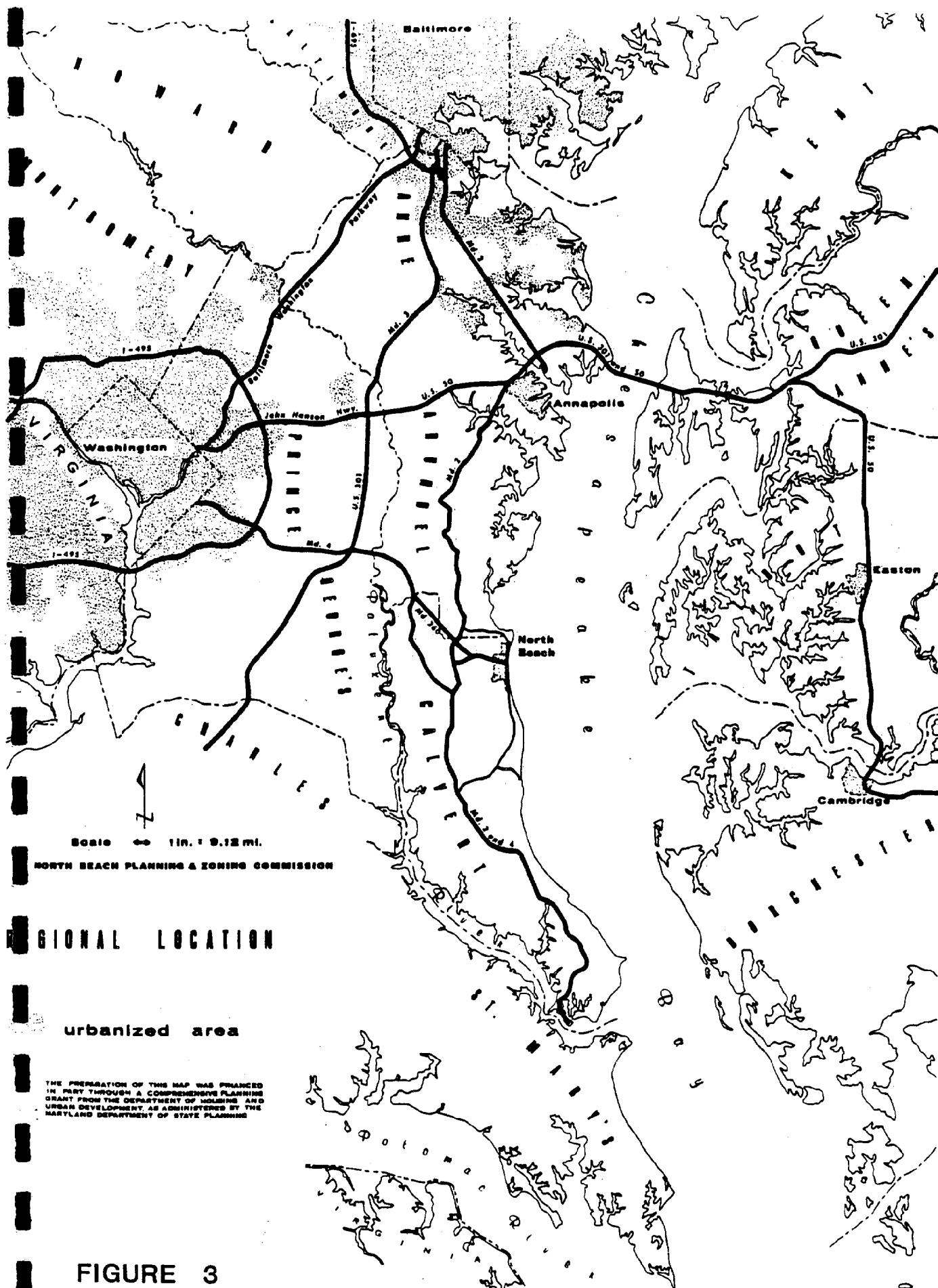
The second event, the closing of the railroad line in 1935, was of equal importance. Hulbert Footner, a resident of the Solomon's Island who wrote a history of Maryland in 1942, describes the last years of the railroad as one of "wheezy locomotives and a dozen old-fashioned cars. It grew poorer and poorer, and finally expired."<sup>2</sup> The decline of the railroad, the availability of automobiles, and the eventual opening of the Eastern Shore, occurred as North Beach was becoming more and more dependent upon slot machines as its main attraction.

The change in attractions, from family facilities to gambling devices, brought about a significant change in the nature of the Town. Day trips replaced the extended stays which had characterized earlier tourists, and taverns and bars replaced the once family oriented establishments.

Even in its heyday, the summer and week-end crowds, who once swelled the population, did not tend to invest in the community. They lived in small summer cottages, with shallow wells and casual maintenance, or packed the old-fashioned motels and hotels, leaving little of permanence behind when they returned to their homes. When the State banned gambling in 1968, the economic stimulus for much of North Beach's business drained away. In its wake were left empty bars, shuttered hotels, and vacant shopfronts.

---

<sup>2</sup>Footner, Hulbert, Maryland Main and the Eastern Shore, New York, Appleton-Century Co., 1942.



As though a symbol of the Town's decline, the beach area has undergone a process of erosion and change. What now remains is concentrated in a block-long section which is divided between public and private ownership. Never really a large beach, the storm of 1933 created the need for two sea-walls at the north and south end of the Town, which have continued to influence wave movements and sand concentrations in the area. The shallow shoaling in much of the beach area acts as a detriment to recreational boat traffic. The long pier, which once was a featured attraction of the town, has suffered damage from storms, fire and neglect.

Today, the commercial area and beach area of North Beach hold promise for the future. Given strong leadership, community backing, and a realistic plan, North Beach has the opportunity to gain control of its future and recreate the best of its past.

C. Existing Conditions.

1. Population and Demographics.

According to the 1980 Census, the population of North Beach is 1,504. This is almost a doubling of the population within the Town since 1970 (see Table 1). In fact, North Beach has been growing steadily since the population was 107 in 1930. The population in Election District 3 in Calvert County, the District in which North Beach is located, showed a similar doubling of its population between 1970 and 1980. District 3 had the highest growth rate in the County.<sup>3</sup>

During the period between 1970 and 1980, the age distribution of the population in North Beach changed considerably. The age comparison in Table 2 indicates that the population is getting younger. Even though there are more people in each age category in 1980 than there were in 1970, there are proportionally fewer people in the higher age categories and considerably more in the 15-24 and 25-34 age categories. This means that North Beach is becoming less a retirement community and more an area where younger individuals and families are locating.

People deciding to live in North Beach between 1975 and 1980 were drawn to North Beach from the surrounding area. Of all persons 5 years and over:

---

<sup>3</sup>Tri-County Council for Southern Maryland, A Statistical Profile of Southern Maryland, pg 4.

Table 1

North Beach  
Population 1930 - 1980

|      | <u>Total<br/>Population</u> | <u>Percentage Change<br/>in Population<br/>over the Previous Period</u> |
|------|-----------------------------|---|
| 1930 | 107                         | -   |
| 1940 | 246                         | 130%  |
| 1950 | 314                         | 28%   |
| 1960 | 606                         | 93%   |
| 1970 | 761                         | 26%   |
| 1980 | 1,504                       | 98%   |

Source: U.S. Census of Population and Housing, 1980;  
Comprehensive Plan for North Beach, Maryland, 1974

Table 2

North Beach  
Population Distribution  
By Age Group  
1970 - 1980

|             | <u>Number</u> |             | <u>% Distribution</u> |             |
|-------------|---------------|-------------|-----------------------|-------------|
|             | <u>1970</u>   | <u>1980</u> | <u>1970</u>           | <u>1980</u> |
| Under 5 Yrs | 67            | 165         | 8.8                   | 11.0        |
| 5 - 14      | 160           | 262         | 21.0                  | 17.4        |
| 15 - 24     | 68            | 250         | 8.9                   | 16.6        |
| 25 - 34     | 79            | 276         | 10.4                  | 18.4        |
| 35 - 44     | 85            | 155         | 11.2                  | 10.3        |
| 45 - 54     | 89            | 105         | 11.7                  | 7.0         |
| 55 - 64     | 102           | 138         | 13.4                  | 9.2         |
| 65+         | 111           | 153         | 14.6                  | 10.2        |
|             | —             | —           | —                     | —           |
| Total       | 761           | 1,504       | 100.0                 | 100.0       |

Source: U.S. Census of Population and Housing, 1980;  
Comprehensive Plan for North Beach, Maryland, 1974



- o 47% of North Beach residents lived in the same house in 1975 and 1980.
- o 15% of the people in North Beach in 1980 lived elsewhere in Calvert County in 1975.
- o 33% of the people living in North Beach in 1980 lived elsewhere in Maryland in 1975.
- o Only 5% of the North Beach residents in 1980 had moved to Town from out of state since 1975.<sup>4</sup>

## 2. Economic Conditions.

a. Employment. There are currently not many employment opportunities within the Town of North Beach. There is no industry and there are few retail or service positions available. Although there is potential for recreation and tourism related employment opportunities, these areas have not yet been fully exploited. Implementation of the waterfront and commercial revitalization recommendations to be discussed in the later chapters could significantly increase the employment base in North Beach.

Currently, 65% of the approximately 600 North Beach employed residents work outside Calvert County or outside the state. Although 23% of the residents worked within the County, the figures do not indicate how many are employed in the Town. Twelve percent of residents did not report their place of work.<sup>5</sup>

The vast majority of employed residents work for private firms (75%). Eleven percent of residents work for the federal government, 4% work for the state government and 11% work for local government.<sup>6</sup> The Construction industry employs the most North Beach residents (20%), followed by Retail Trade (19%) and Public Administration (18%).<sup>7</sup>

---

<sup>4</sup>U.S. Census of Population and Housing, 1980, Summary Tape File 3A, North Beach, Item 21.

<sup>5</sup>U.S. Census of Population and Housing, 1980, Summary Tape File 3A, North Beach, Item 32.

<sup>6</sup>U.S. Census of Population and Housing, 1980, Summary Tape File 3A, North Beach, Item 30.

<sup>7</sup>U.S. Census of Population and Housing, 1980, Summary Tape File 3A, North Beach, Item 29.

b. Business. There are approximately 33 businesses in North Beach (see the Appendix for a list). Retail and service food and drinking establishments seem to have a large share of current business activity in North Beach. Some new businesses have added diversity to the Town in recent years. They include Nice 'N Fleazy antiques, Floral Designs, and Carlson-Jameson Inc. Art & Design.

c. Housing. According the Census, there are 730 year-round housing units in North Beach. Almost 40% of the units were built before 1939. An additional 25% were built in the 1940's and 22% more built during the 1950's. By the beginning of the 1960, 86% of North Beach's housing stock had been built.<sup>8</sup>

During the period 1975 to 1978, households moving into North Beach tended to be owners (see Table 3). But since 1979, there have been more renters choosing to live in Town. Of the total of 556 occupied housing units in 1980, 394 or 71% were owner occupied.

d. Income. Median household income in 1979 according to the Census was \$14,800.<sup>9</sup>

### 3. Land Use and Zoning.

a. Existing Land Use. A survey of land use was taken in the waterfront and commercial areas. Figure 4 is a map identifying the existing land use. Commercial uses predominate along Bay Avenue between Third and Seventh Streets. Commercial and institutional uses are prevalent along Chesapeake Ave between First and Fifth Streets. Vacant commercial buildings and land dot the commercial areas. Other areas are predominately residential, especially property facing the Bay. Figure 5 shows the pattern of property ownership.

b. Historic and Unique Architectural Structures. The Calvert Hotel is probably the most significant historic and architectural structure in the waterfront and commercial area. A discussion of this vacant Hotel and recommendations are included in a later Chapter. Other structures such

---

<sup>8</sup>U.S. Census of Population and Housing, 1980, Summary Tape File 3A, North Beach, Item 12.

<sup>9</sup>U.S. Census of Population and Housing, 1980, Summary Tape File 3A, North Beach, Item 51.

Table 3

North Beach  
Occupied Housing Units  
By Tenure and By Year  
Household Moved Into Unit  
1980

|                | <u>Owner</u> |                | <u>Renter</u> |                | <u>Total</u> |                |
|----------------|--------------|----------------|---------------|----------------|--------------|----------------|
|                | <u>#</u>     | <u>% Dist.</u> | <u>#</u>      | <u>% Dist.</u> | <u>#</u>     | <u>% Dist.</u> |
| 1979 to 3/1980 | 71           | 18.0           | 94            | 58.0           | 165          | 29.7           |
| 1975 - 1978    | 126          | 32.0           | 46            | 28.4           | 172          | 30.9           |
| 1970 - 1974    | 74           | 18.8           | 10            | 6.2            | 84           | 15.1           |
| 1960 - 1969    | 83           | 21.1           | 9             | 5.6            | 92           | 16.5           |
| 1950 - 1959    | 30           | 7.6            | 0             | 0.0            | 30           | 5.4            |
| 1949/ earlier  | 10           | 2.5            | 3             | 1.9            | 13           | 2.3            |
|                | <hr/>        | <hr/>          | <hr/>         | <hr/>          | <hr/>        | <hr/>          |
| Total          | 394          | 100.0          | 162           | 100.0          | 556          | 100.0          |

Source: U. S. Census of Population and Housing, 1980

as the IGA building and Ewalds have interesting architectural elements but are not unique architecturally. Historically, they and other commercial buildings have a past that is worthy of preserving but this does not necessarily mean that the structures must be retained. Decisions about rehabilitation or redevelopment should be based on a case by case analysis taking into consideration the economics of rehabilitation vs redevelopment and the resulting benefits to the Town. The rationale will be discussed in a later chapter for design standards to preserve what is best in existing commercial structures and to assure that new commercial structures will fit the image that the Town wishes to achieve.

c. Existing Zoning. The existing zoning pattern in the waterfront and commercial area is given in Figure 6. The zoning information was taken from the North Beach Zoning Ordinance.<sup>10</sup> Most of the land in the waterfront and commercial area is zoned MCR (Marine Commercial Recreation District). The MCR zone is a zone which permits a variety of mixed use development.

D. The Steering Committee Process.

In June 1983, business, property owners, and citizen representatives were appointed to the North Beach Steering Committee, chaired by Mayor W. Alan Gott. The purpose of this committee was to facilitate public and private participation in the development of goals, and to assist in the identification of priority sites for redevelopment and rehabilitation.

The function of the Committee members was to:

- o represent their constituent viewpoints (i.e. citizen, property owner, government representative),
- o inform their constituent groups on progress being made,
- o solicit their constituents comments,
- o present draft goals for public comment and approval, and

---

<sup>10</sup>Zoning Ordinance for the Town of North Beach, Calvert County, Maryland. Adopted: January 9, 1975. Amended: April 14, 1977.

- o present the draft recommendations for public comment and approval.

The Committee met six times over the course of the program, and held five public sessions and briefings on the goals and proposed recommendations.

#### **STEERING COMMITTEE MEMBERSHIP**

1. Chairman, Mayor W. Alan Gott

##### Business Representatives

2. Dale Thomas, Nice "n" Fleazy Antiques
3. Wilson Sneade, Sneade's Hardware

##### Community Representatives

4. Vic Scuderi, Resident
5. Ken Baake, Resident
6. Bill Jenkins, North Beach Planning Commission
7. Betty Jameson, North Beach Planning Commission

##### Governmental Representatives

8. Trisha Bednarz, Department of Natural Resources, State of Maryland, Annapolis
9. Vivian Marsh, Office of Planning, Calvert County
10. Marianne Clark, Office of Economic Development, Tri-County Council.

**CHAPTER II**

**REVITALIZATION GOALS**

## CHAPTER II

### REVITALIZATION GOALS

On August 24, 1983, the following goals were presented in a public briefing to the community for review and comment. Following a thorough explanation of the proposed goals by the Steering Committee and the consultants, the goals were adopted by consensus. These goals helped to guide the development of the site specific recommendations included in this report.

General Goal: Promote controlled and attractive change to improve the waterfront and commercial areas of North Beach, so that it serves the needs of the Town as well as a broader community by generating revenue, while remaining sensitive to the unique character of the Town.

#### Public Improvements:

- o Improve the water and sewer system to enable the appropriate types of waterfront and commercial improvements to occur.
- o Make appropriate beach improvements that are realistic.
- o Provide the necessary facilities to protect and enlarge the shoreline.
- o Provide public facilities along the waterfront to enhance its recreational potential, such as benches, bath houses, toilets, picnic tables, trees, landscaping and a public pier.
- o Increase and enhance public access to the beach and water.
- o Provide a waterfront walkway along the shore.

- o Develop adequate off-street parking and improve on-street parking.

#### Issues of Development:

- o Promote appropriate commercial development within the commercial core in a manner which is sensitive to the adjacent residential areas.
- o Create a focal point for the commercial area on Bay Avenue and 5th Street and unite it with the waterfront improvements.
- o Identify priority sites for development within the commercial core.
- o Retain and attract high quality businesses to the commercial area.

#### Issues of Rehabilitation:

- o Encourage rehabilitation of commercial buildings which are structurally sound and are economically feasible.
- o Identify priority sites for rehabilitation within the commercial core.

#### Issues of Design:

- o Develop design standards for commercial building facades in the waterfront and commercial area which enhance the unique qualities of North Beach.
- o Rehabilitation and new construction should be consistent with the established design standards.



**CHAPTER III**

**THE BEACH  
AND THE NATURAL ENVIRONMENT**

## CHAPTER III

### THE BEACH AND THE NATURAL ENVIRONMENT

#### A. Introduction

The purpose of this chapter and analysis is to ensure the development of revitalization strategies for North Beach which are sensitive to the limitations of the natural environment. The recommendations of this chapter are integral to the success of the revitalization of the waterfront and the commercial area.

#### B. The Shoreline of the North Beach Waterfront.

The shoreline in North Beach has largely been modified by the placement of shore erosion structures, (approximately 3,125 feet of the total 3,775 feet, or 82.7% of town waterfront is contained by various types of structures), most of which have apparently been in place since the early or mid-1930's.

The land-water boundary along the Chesapeake Bay typically can be categorized as belonging to one of ten individual shoreline types as originally identified by Ahnert et al. (1974). These shoreline types are defined as:

1. Shoreline without beach or bluff.
2. Beach greater than 20 feet in width.
3. Beach against headland 0-20 feet high.
4. Beach against headland greater than 20 feet high.
5. Headland less than 20 feet high, no beach.
6. Headland greater than 20 feet high, no beach.

7. Fringe marsh (width between 0 and 100 feet).
8. Intermediate width marsh (width between 100 and 400 feet).
9. Extensive marsh (width greater than 400 feet).
10. Deltaic marsh (marsh containing mouth of tributary).

According to a report by the Tidewater Administration, Maryland Department of Natural Resources, the shoreline in North Beach is representative of shoreline Type 2 (beach greater than 20 feet in width).<sup>11</sup>

Most of the swimming beach is obviously in category 2, however much of the North Beach shoreline could be categorized as belong to category 5 (headland less than 20 feet high, no beach), because of the bulkheading with no beach at the toe. However, if there was no bulkheading along the present shoreline in North Beach, the waterfront would have reached beyond Bay Street and perhaps further into Town.

#### C. Geomorphic History of the Vicinity.

The formation of the landscape in and around North Beach, as well as the entire Chesapeake Bay region, is the result of a multitude of rapid changes in the height of the sea level during the last two million years. As the sea level rose and fell more than 100 feet above and below its present level, sediments continually gathered along the ancient seashore until the rapid changes in sea level slowed, and the sea level assumed its present position. It is the legacy of this type of landform (coastal deposits) to be highly erodible and the shorelines are often subject to rapid "parallel retreat" as the waters of the Chesapeake Bay carry away the soil material from the base of the shoreline bluffs.

As these shoreline bluffs erode, the material that is carried away by the water currents is deposited either up or down the Bay. The place of deposition is dependent upon the width and size of the soil material. Typically

---

<sup>11</sup>Maryland Department of Natural Resources, Tidewater Administration, An Assessment of Shore Erosion in Northern Chesapeake Bay and of the Performance of Erosion Control Structures.

the lighter material (silt and clay) is carried farther away from its source and will end up on the bottom of the Bay or in one of the many marshes lining the Bay shoreline. The heavier material (sand, coarse sand and fine gravel) will often be left along the adjacent shoreline and later transported "down" the shoreline by longshore currents.

As these shorelines erode and sand is left at the base of the bluffs, beaches are formed. Additionally as these beaches form, the beach material (sand) is transported along the beach in the direction of the prevailing currents. This process continues through time and eventually an equilibrium condition is reached whereby certain areas of shoreline have beaches while other areas may have a marsh or a bluff with no beach. Consequently it can be said that some shorelines, through the erosion process, create sand, while others collect sand thus forming beaches.

#### D. Historical Changes in the Shoreline in North Beach.

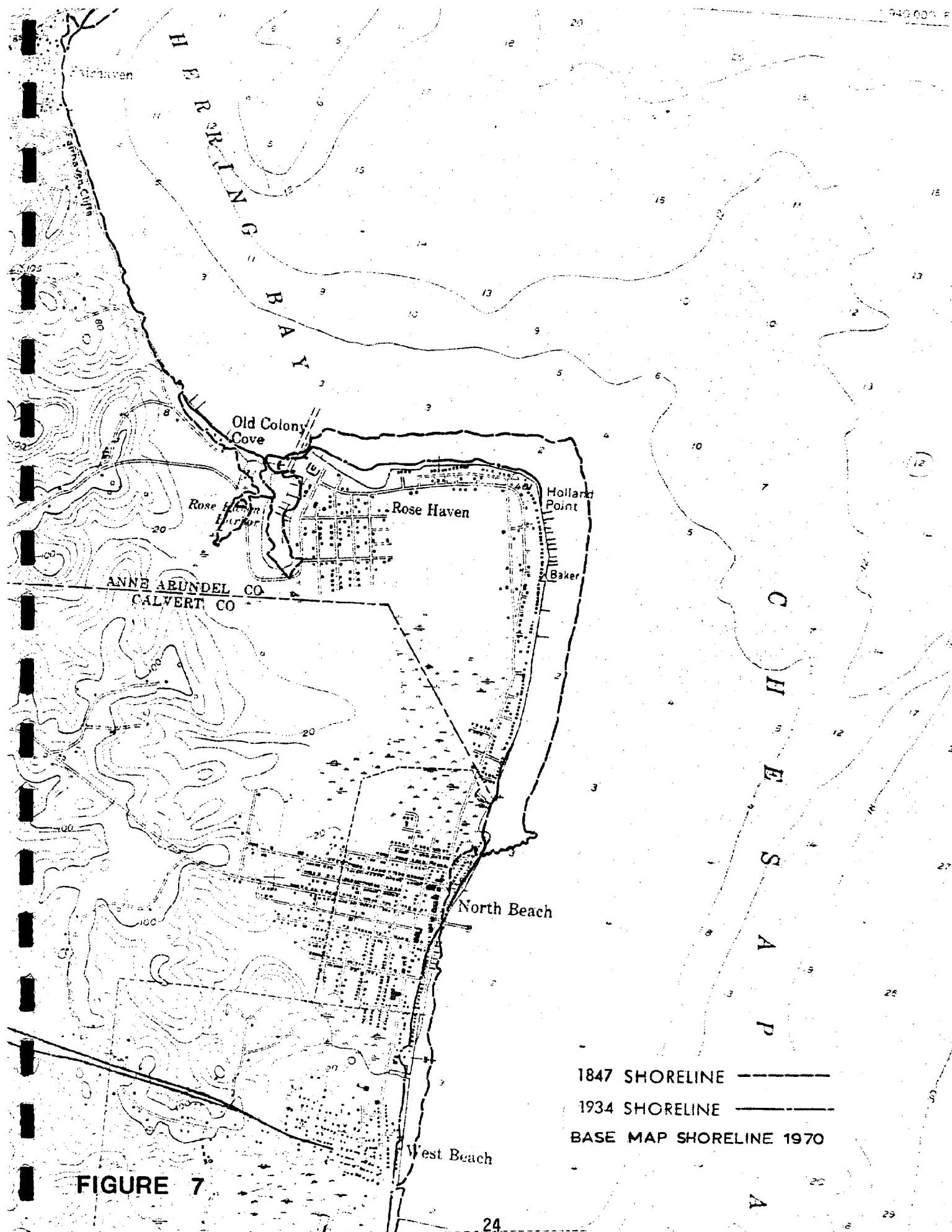
The Historical Shorelines and Erosion Rates Atlas <sup>12</sup> gives a comparison of the shoreline location in 1847, 1934, and 1972. Historically, the shoreline of North Beach has undergone considerable change during the period of 87 years between 1847 to 1934 (see Figure 7).

During this time, much of the original shoreline was eroded into the Bay. On the other hand, there is a portion of wetland (Atlantic Avenue area) which was "reclaimed" during this period. The filling of this area extended the shoreline toward the Bay about 200 feet. Additionally, the shoreline from Third Street to the south has lost approximately 200 feet; 100 feet of which was bulkheaded and filled bayside between 1934 and 1938. The shoreline from the northern tip of the Atlantic Avenue bulkhead to the northern end of the Town boundary had eroded the fastest (approximately 9 feet/year) during this period. However, this high rate of erosion has slowed considerably since the 1934 survey.

It is human nature to protect those things which we value. And so, as the shore erosion progressed, and the shoreline came closer and closer to homes, roads, etc. in North Beach, shore erosion structures (bulkheading and groins) were put in place to stop the further advance of the Bay waters.

---

<sup>12</sup>Tidewater Administration, 1972.



While the citizens of North Beach were building shore erosion structures, the other inhabitants of the waterfront north and south were doing the same. Today, along the entire coastline north and south of North Beach, there are many residences adjacent to the waterfront with their required erosion control structures. This condition has blocked the creation of new beach material normally created through shoreline erosion which was the source of sand previously "feeding" the North Beach beaches.

In addition, the longshore current (littoral drift) which carries sand along the shoreline has not been sufficiently altered to stop the movement of sand from the North Beach shoreline to other areas. As a result of these dynamics, the beaches of North Beach have diminished in size when compared to the beaches of an earlier era.

E. Littoral Processes Along the North Beach Shoreline.

The process involved in the movement of sediments up or down a beach has been aptly described in an Army Corps of Engineers publication:

Waves breaking on a beach generate a longshore current that flows through the area where they break (breaker zone). Alone, it is generally too weak to move appreciable quantities of sediment; however, the turbulence from breaking waves suspends sediments that can then be moved downdrift by the longshore current. This sediment generally settles out within a short distance, but the next wave provides additional movement. Therefore, longshore transport is caused by the zig-zag movement of bedload up and down the beach, and the turbulence and action of the wave-induced longshore current.<sup>13</sup>

The direction of the longshore currents may change through time depending on changes in prevailing wind direction as well as tidal currents. There may be seasonal variation in longshore currents both in terms of the direction of sediment movement and the rate of movement. The transport directions may also be highly irregular and dependent on the local storms. The prevailing direction of longshore transport may be identified for a particular point in time by examining structures that partially or completely impede

---

<sup>13</sup>Army Corps of Engineers, Low Cost Shore Protection...A Guide for Engineers and Contractors, 1981.

the longshore transport of sediment (groins and jetties). Sand will be deposited on the up-drift side of the structure which will identify the direction of recent longshore sediment transport.

Work done by Coastal and Offshore Engineering and Research, Inc., for the Department of Natural Resources in 1982 identified the net annual littoral drift for North Beach to be approximately "0". The shoreline adjacent to Atlantic Avenue may have a low net annual drift to the north of approximately 15,000 to 20,000 cubic yards per year. However, due to the short length of beach along Atlantic Avenue, this estimation of net transport may be too high.

#### F. Coastal Morphology of the North Beach Shoreline.

The form and structure (morphology) of the beach zone is a result of: 1) wave energy distribution, 2) nature and quantity of sediment supply, and 3) littoral processes (longshore currents) of sediment transportation. In the previous sections, these elements of beach dynamics have been briefly discussed. This section will present beach profiles which are cross-sectional drawings made from direct measurements of the North Beach shorelines during August and September of 1983.

It is important to understand that the shoreline along any beach area is in constant change, as one storm moves through, the beach zone adjusts to the particular size and type of wave energy in that storm. As the seasons pass, new storms move through and cause new changes in the beach zone.

By taking direct measurements along the shoreline, approximations of the physical form and structure of the beach zone can be developed. These profiles will be used later to calculate the required amount of sand that will be needed to complete the beach nourishment project. Additionally, the profiles will be used to determine the amount of bottom sediments that will require dredging if a marina is to be constructed.

The profiles presented in Figures 9 through 11, were taken just once for each location. It is important to note that more profiles should be taken throughout the year if a more accurate estimation of the beach structure is to be developed. The profiles represent seven locations along the full length of the North Beach shoreline. See the location map (Figure 8).

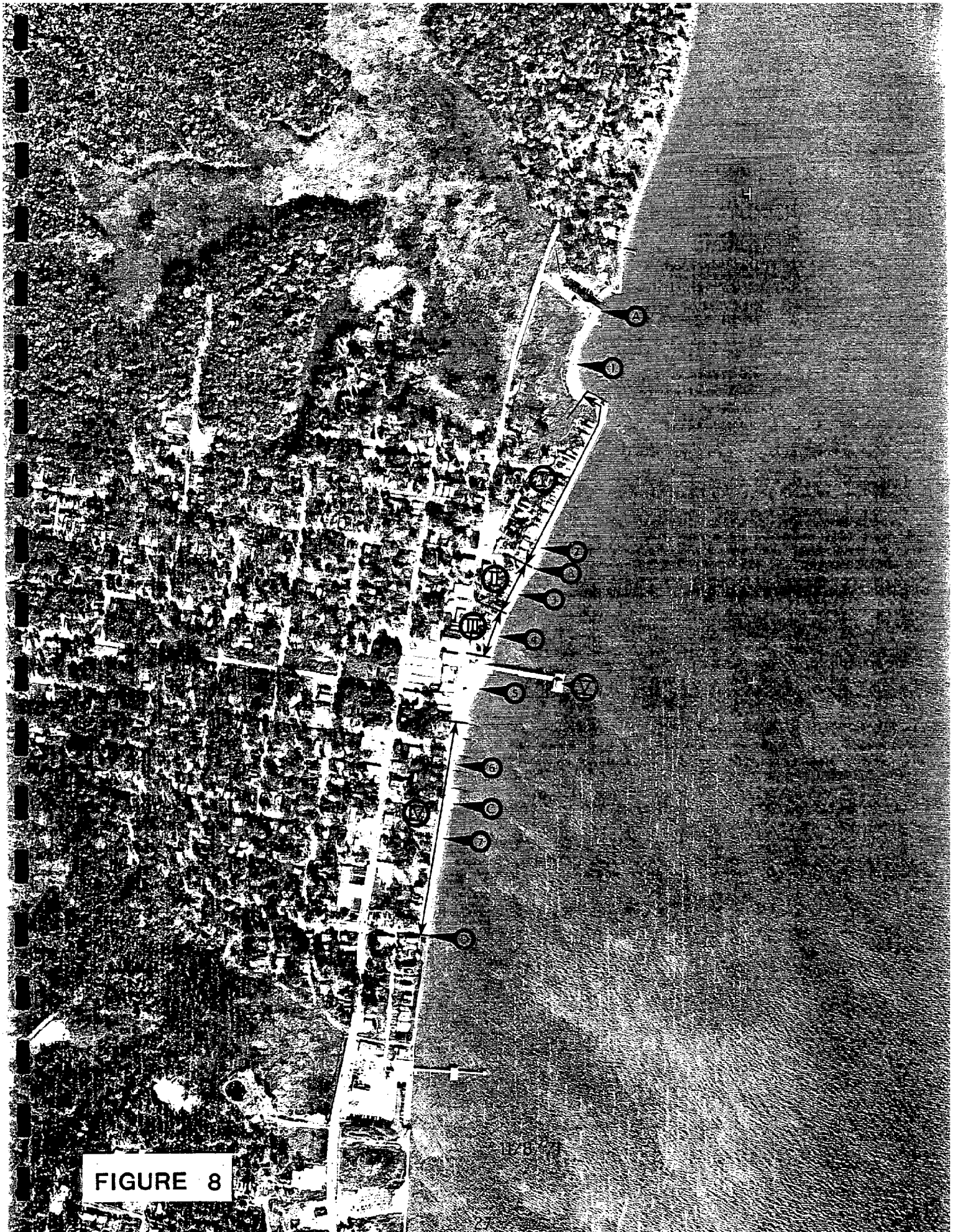


FIGURE 8



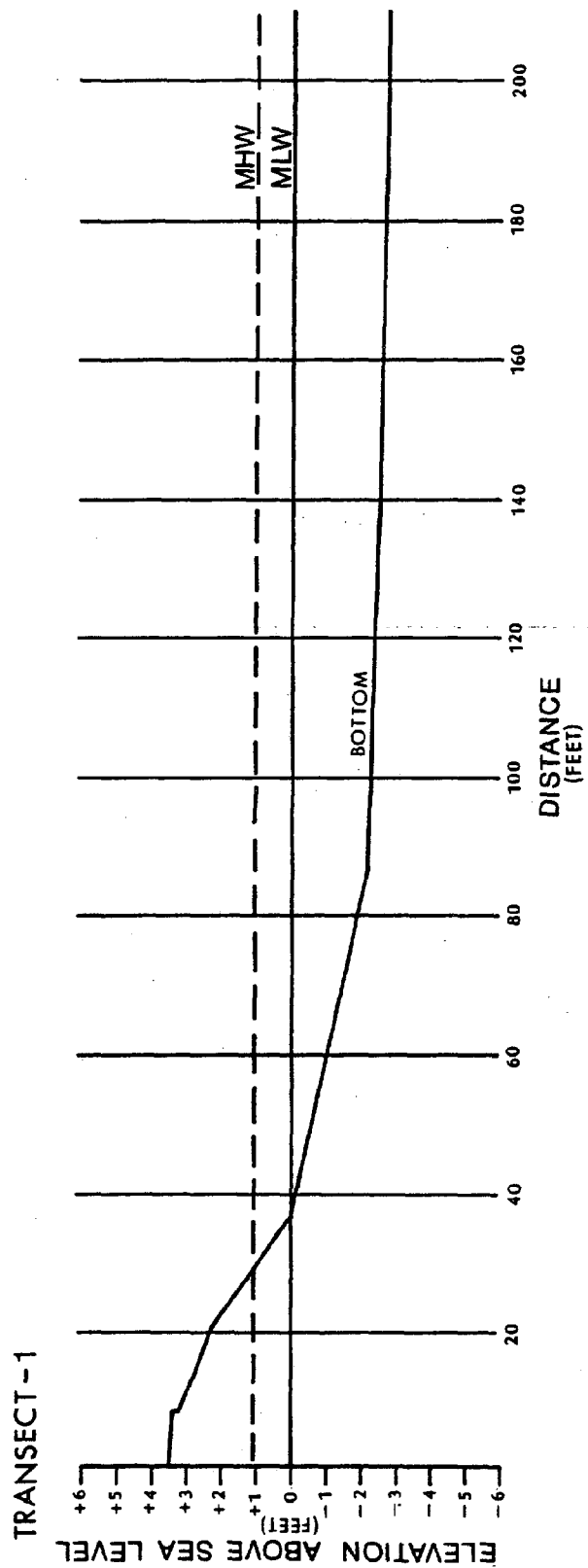


FIGURE 9

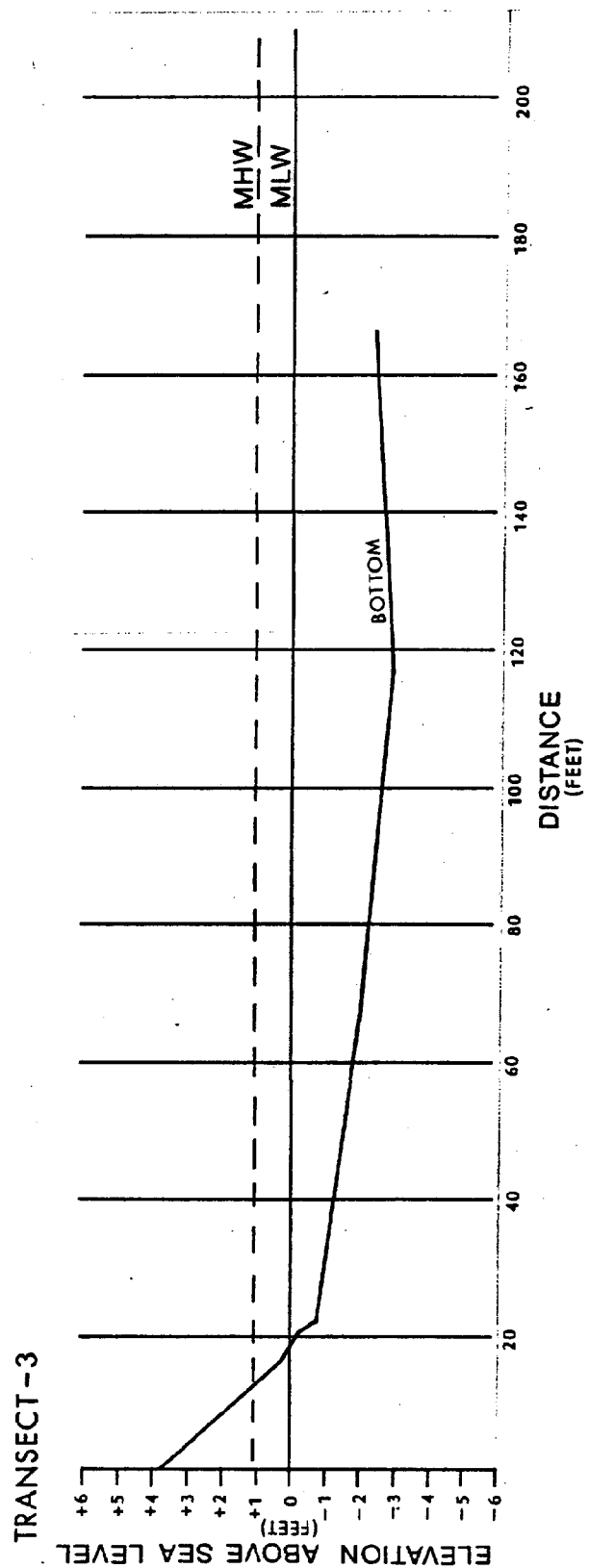
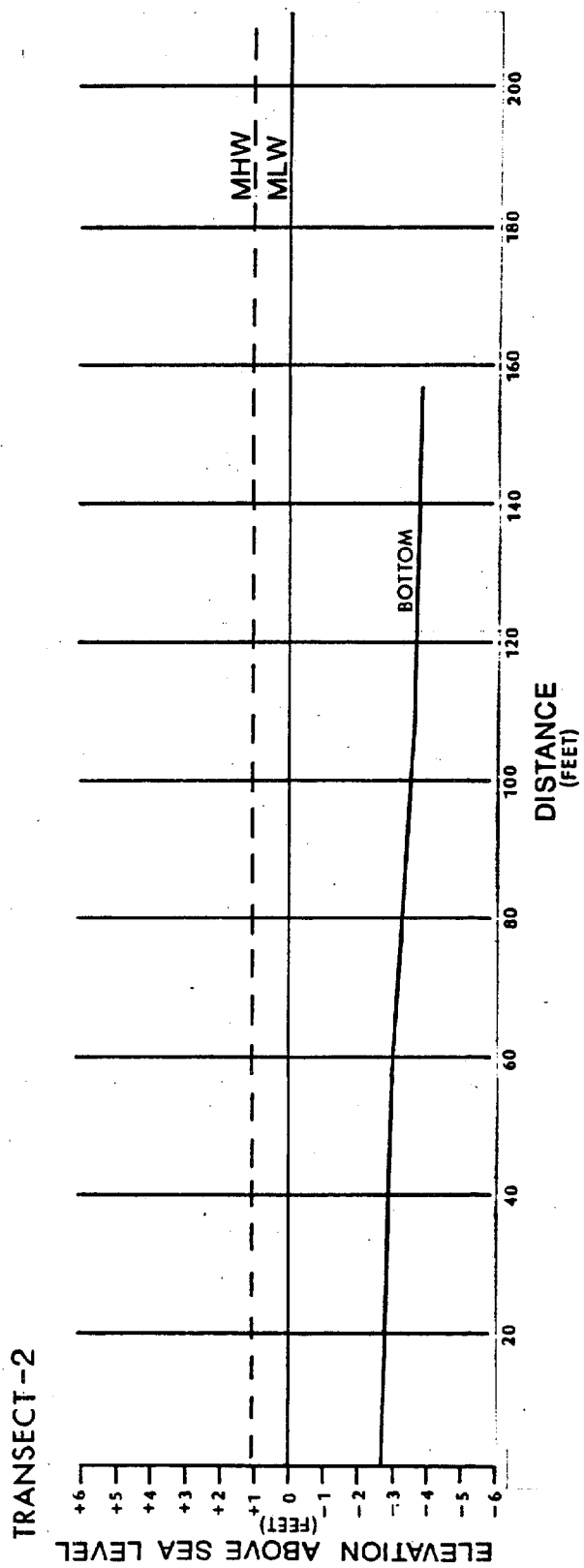
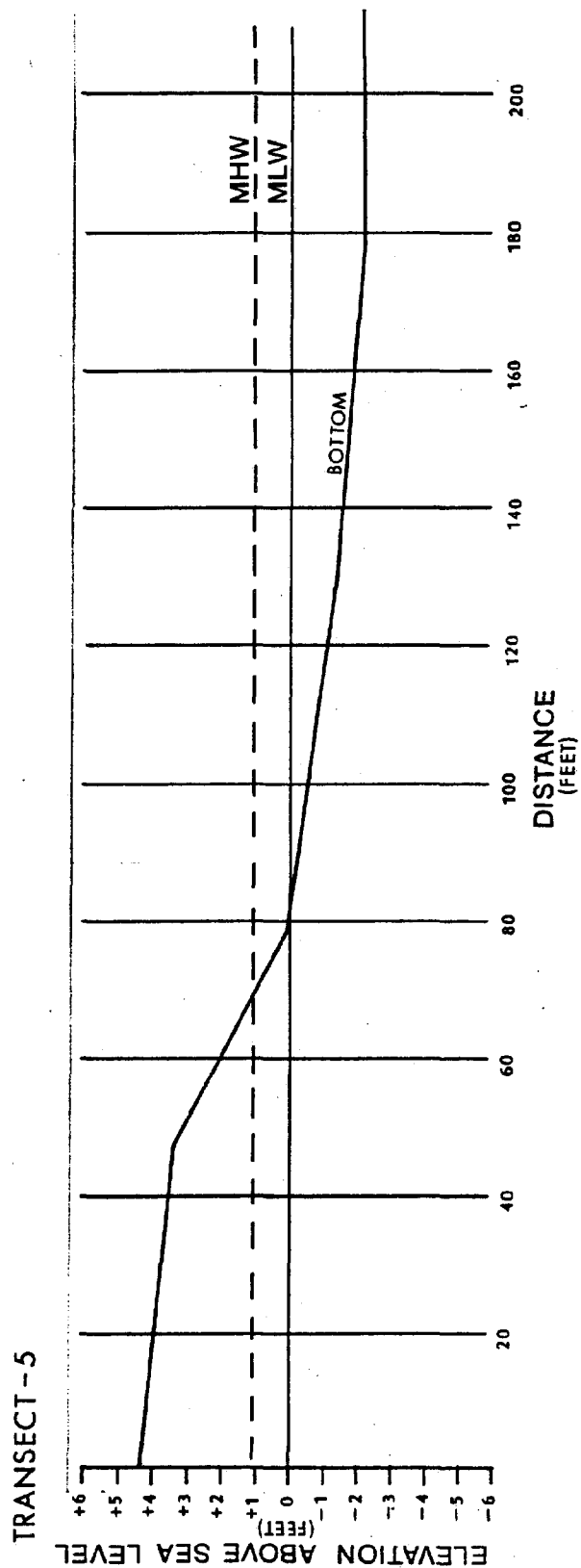
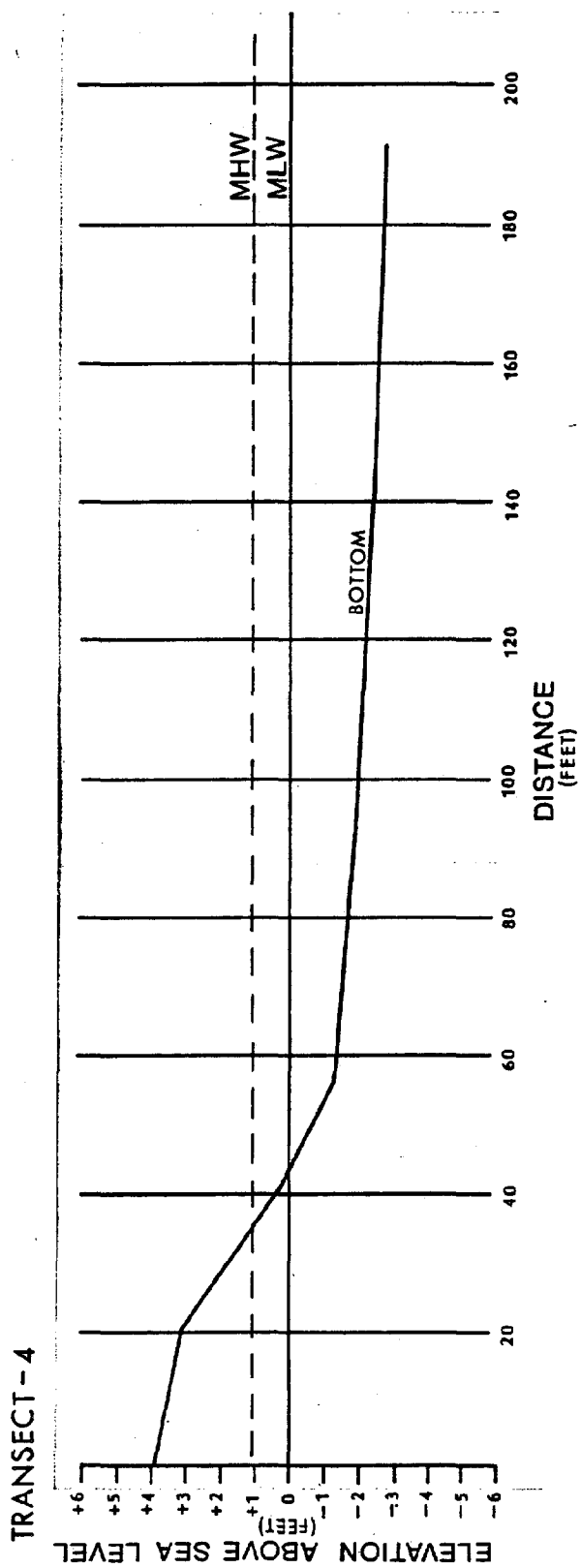
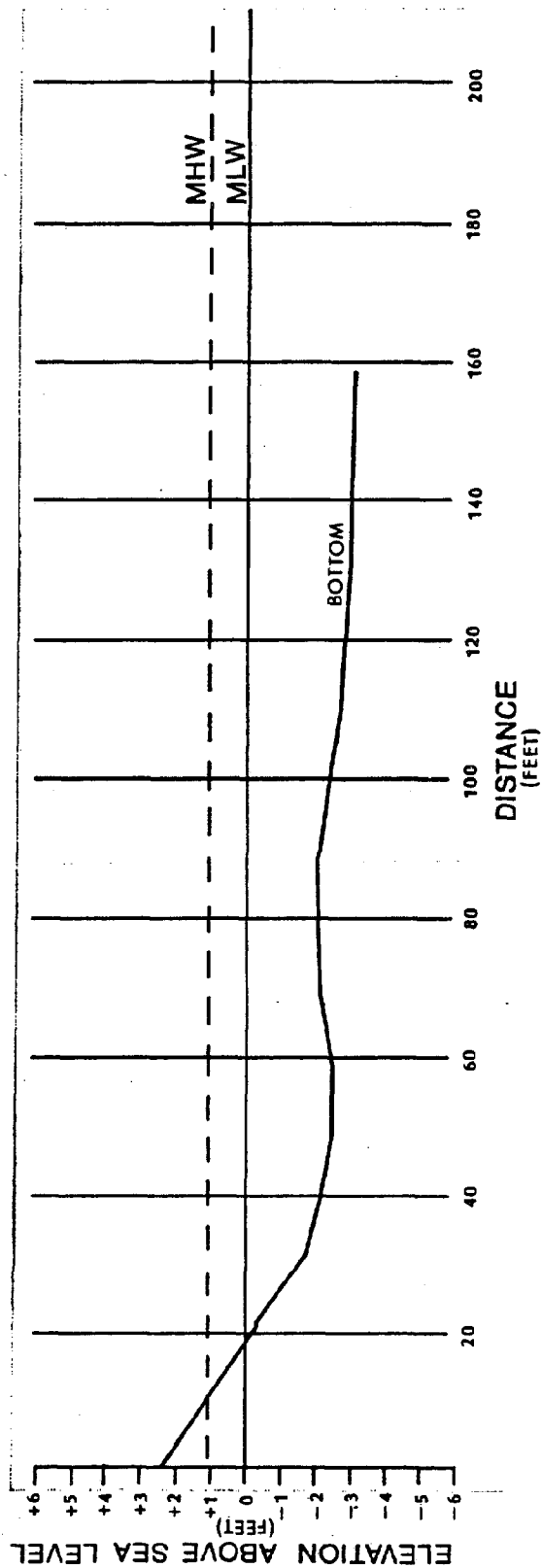


FIGURE 10



**FIGURE 11**

TRANSECT -6



TRANSECT -7

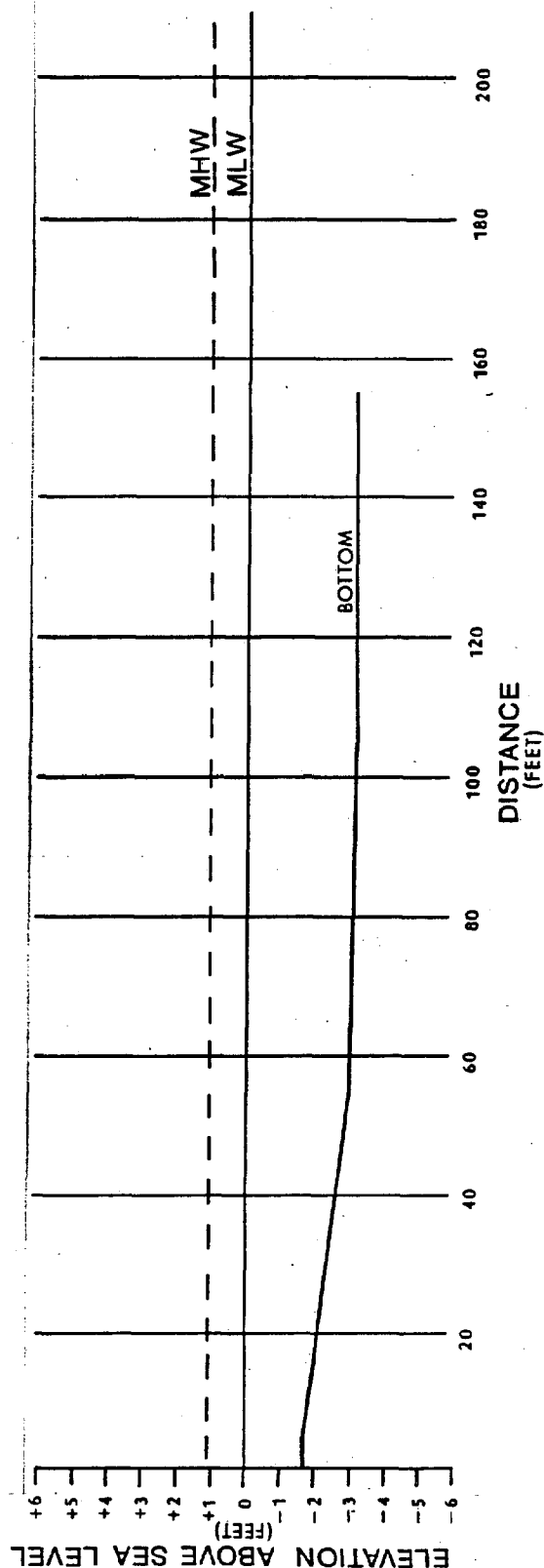


FIGURE 12

#### G. Beach Nourishment Alternatives.

Because of the loss of sand over the years, a beach nourishment program is being recommended. Beach nourishment is the placing of quantities of sand along a shoreline for erosion abatement purposes and/or increasing recreational opportunities. The sand that is placed along the beach can be transported by hydrolic means (suction dredging) from nearby offshore shoal deposits or through overland hauling by trucks. In order for suction dredging to be cost effective, the distance from the source of sand to the disposal site needs to be no more than 7,200 feet (see Figure 13). If there is no suitable dredging site available within 7,200 feet, then overland trucking may be necessary. Trucking sand to the beach from a landbased source is the least desirable alternative because of the greatly increased cost involved in the loading and unloading of the sand.

Beach nourishment will protect the existing headland by acting as a buffer zone, keeping the wave action away from the erodible soil. If the newly created beach has a potential for commercial recreational uses, then the beach nourishment project may have the ability to continually pay for the maintenance over time. The benefits of this type of erosion control are obvious when compared to alternatives which often cost as much and do not generate revenue.

The actual amount of sand that should be placed on a particular beach is determined by evaluating the erosion potential at the particular shoreline and by determining the amount of beach material available for cost effective placement on the beach.

#### H. Recreational Boating Alternatives.

There is a shortage of marina and boat ramp facilities in the northern portion of Calvert County, according to the Maryland Department of State Planning's "Outdoor Recreation and Open Space Plan, and the Department of Natural Resources.

Because of its proximity to Washington, D.C., Annapolis, and Baltimore, North Beach offers an ideal location for construction of these facilities. It is within 60 miles, the "maximum desirable travel time" to all these metropolitan centers. Additionally, the low level of congestion in recreational boating activity that currently exists in the waters off North Beach make marina development especially desirable. It is extremely congested to the north (see Figure 13).

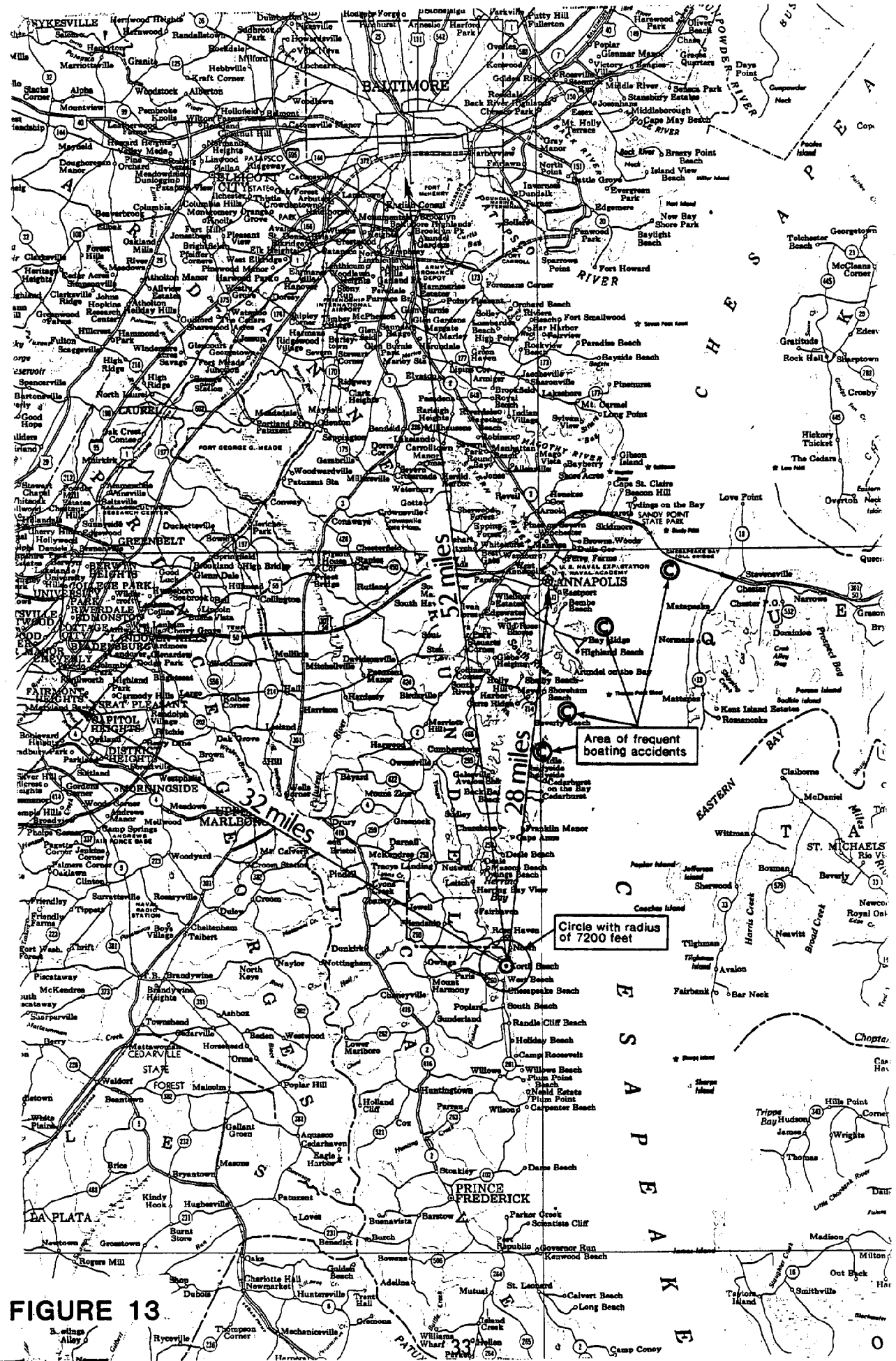


FIGURE 13

Another important consideration regarding marina development is that the waters adjacent to North Beach have a flushing rate sufficient to avoid the concentrating of pollutants in quiet back waters typical of most marina sites.

I. Protection From High Wave Energy.

The construction of a marina facility in North Beach will require the installation of protective devices for avoiding destruction from seasonal storm waves. Due to the exposure of the North Beach shoreline, there is need for either a breakwater or a seawall around the marina docks. Structures such as these keep the storm waves from reaching the boats that are moored within the marina. Construction of this type is also very costly and will present a hurdle that must be cleared prior to the locating of a marina in North Beach.

J. Dredging Requirements.

In addition to the construction of protective devices such as seawalls or breakwaters, there will be a certain amount of dredging needed for any boating uses that require more than a few feet of draft. The shoal area adjacent to North Beach is both shallow and expansive. There will be a need for considerable dredging if the Town of North Beach is to have a marina capable of accommodating popular recreational boats. The amount of dredging has been estimated and is presented in the Appendix.

In addition to the initial dredging, there will be periodic maintenance dredging required in order to keep the previously dredged channel free from shoaling. The rate of shoaling can be slowed by protecting the channel from wave action with stone jetties. These structures are expensive and a cost/benefit analysis will need to be carried out to determine the relative value of their construction.

When the initial dredging is done, there will be the need to have an upland dredge spoil disposal site located within 7200 feet, if the dredging project is to be cost effective (See Figure 13). There is the possibility, if the dredged material is of proper size and character, that it can be used to rebuild the beach, thus significantly cutting costs. Maintenance dredging, and a site for this fill, will also have to be considered.

## **K. RECOMMENDATIONS AND CONCLUSIONS**

### **1. The Beach.**

Due to shoreline dynamics, the beach in North Beach is too small for effective erosion abatement or commercial recreational development.

This study recommends the rebuilding of the beach as a means of addressing both the erosion control issue and the need to provide recreational opportunities.

#### **The Sand.**

An attempt to find properly sized sand in the shoal area offshore should be made. This would significantly reduce costs. If this shoal area material is unsuitable, another source will have to be identified. Estimates of total volumes and costs of transportation are found in the Appendix.

#### **Beach Profiles.**

Further analysis of the littoral conditions should be made to determine the gross transport of sediment along the shoreline adjacent to North Beach. Beach profiles should also be made periodically throughout the next year as a means of identifying the annual changes in the shoreline.

#### **Stormwater Runoff.**

All stormwater outfalls that are eroding the sand beach and the proposed sand beach should be redirected to avoid runoff on the beach.

### **2. Waterfront Structures.**

#### **Bulkheads**

Most of the bulkheads in North Beach are in weakened condition. New structures will need to be constructed unless an alternative solution can be found. One alternative is beach nourishment, which can be both cost/effective and prevent erosion.

If further studies don't support the need for the existing groins, they should be removed.



### Atlantic Ave. Bulkhead.

Currently the batterpile bulkhead along Atlantic Avenue has a flankwall which is generating a reflective wave which attacks the shoreline to the north.

This condition should be stopped by changing the configuration of the bulkhead or by interrupting the reflective process by placing large stone or some other suitable material at the foot of the bulkhead.

### 3. Marina Development.

#### Recreational Boating

The Town should begin now to develop, as much as possible, recreational boating activity along the waterfront. This can be done by taking advantage of the pier, possibly extending it, and offering services and attractions to boaters from other areas.

In addition to this, there is an immediate potential to begin a rental service for smaller sailboats (catamarans, daysailors and sailboards) without incurring a heavy initial investment.

#### Funding

There is a great need for a recreational boating marina in the vicinity of North Beach. Due to the shoreline configuration, the costs will be high.

The Town should pursue State supported programs such as the Safe Harbors Program, Capital Programs Administration and the Waterways Improvements Division of the Tidewater Administration for funding assistance.

#### Dredging

Marina development will require a proper dredged channel. The dredged sand from this channel should be analyzed for suitability for the proposed expanded beach. Such a possibility will significantly reduce costs for both the dredging and the beach nourishment projects.

If the sand is not suitable for beach enrichment, a fill site will have to be identified for proper disposal

of the dredged material. This site should be within 7,200 feet of the proposed channel. Allowance should be made for identifying and acquiring the land.

**CHAPTER IV**

**WATERFRONT RECREATION**

## CHAPTER IV

### WATERFRONT RECREATION

#### A. Introduction

There is a notable trend around the country, on the part of both large cities and small towns, to enhance their waterfronts for a variety of uses. Some of the most successful of these undertakings have had recreation as a key component of their waterfront revitalization. This is true for large cities, such as Baltimore and Boston; medium-size communities, such as Savannah and Bradenton, Florida; and small towns, such as Beaufort, South Carolina, and Edmunds, Washington, to cite only a few.

The experience of these and comparable communities is that the provision of waterfront recreation stimulates nearby commercial activity, and serves as a complement to commercial growth. The waterfront festival market trend, most visible in Baltimore (Harborplace), and Boston (Faneuil Hall), and now in Norfolk and New York City, features a successful combination of waterfront open space and recreational opportunity with lively shopping areas.

Supporting this trend to increased use of waterfront sites is the country's cleaner waters. And while the Chesapeake Bay has significant pollution problems, it too has benefited from major cleanup efforts along its source rivers.

The growth of interest in waterfronts as sites for varied community endeavors constitutes an appreciation that the territory at the water's edge is a prime community asset and a relatively scarce resource.

A community such as North Beach possesses an unrealized opportunity to capitalize on a prime asset — its waterfront. Its close-in location to the major markets of Washington, D.C. and Baltimore, makes it an attractive recreational destination. At the same time, North Beach should also take care to see that its efforts to attract private investment

do not seal off the waterfront from public use and access. This access includes taking care not to block waterfront views.

At each of the community meetings held during the development of this plan, restoration of the beach for recreational use was a priority concern. Almost equal in importance was the stated desire for boat launching facilities. A recent study by the Maryland State Planning Department shows that there is a serious absence of such facilities on the Bay, (478,444 "occasions" demanded in 1980 - estimated - and only 500 such occasions available.)<sup>14</sup>

B. Ideas from Other Areas.

North Beach can benefit from the examples of successful waterfront revitalization programs in towns of comparable size around the nation. Among such examples are:

- o Street End Parks Port Jefferson, N.Y.  
small pavilion and park  
Cold Spring, N.Y. gazebo
- o Public Pier Edmunds, Washington  
fishing pier and beach  
Sarasota, Florida  
fishing pier  
Newport, Rhode Island  
pier with restaurant
- o Walkways Grand Haven, Michigan  
Spring Lake, New Jersey  
Beaufort, South Carolina  
(Chambers Park & Promenade)
- o Bath House/  
Beach Facilities Greenport, N.Y.  
Stony Brook, N.Y.
- o Boat Launch Baltimore Middle Branch

C. Analysis of Existing Recreation Opportunities

In its heyday, North Beach was oriented to water-based

---

<sup>14</sup>Maryland Outdoor Recreation & Open Space Plan, 1978,  
pg A-44.

recreation, with a popular swimming beach, pier and dance pavilion. It has today a major opportunity to take advantage of its waterfront location on the Chesapeake Bay to meet a range of recreational interests, from passive strolling to active motor boating.

The existing facilities with a potential for recreation include the following:

- o Privately-owned beach in front of IGA store,
- o Limited public beach,
- o Small snack food concession on beach,
- o Bowling alley, poolhall and bars on Bay Avenue,
- o Informal fishing along Bay and Atlantic Avenues,
- o Small boardwalk between Fifth and Seventh Streets on the beach,
- o Playground on Fourth Street, two blocks from the waterfront, and
- o Fenced-off crescent-shaped beach on the north end of Town.

Much of the Town's beach has been seriously eroded, most dramatically along Bay Avenue at Third Street. Parking is perceived as a problem for visitors and residents. There are no bath houses or attractive public conveniences for the visitor. The North Beach pier which previously provided fishing, boat access, dining and dancing is closed. There is an absence of boat-launching facilities with nearby parking.

#### D. **WATERFRONT RECREATION CONCEPTS AND RECOMMENDATIONS**

##### 1. Public Pier and Restaurant.

- a. Objective: Re-establish the pier at Fifth Street as a centerpiece of the waterfront for North Beach to serve multiple objectives, such as strolling, eating, fishing and boat-docking.
- b. Recommendation: The pier itself holds a key to revitalization of North Beach because

of its visibility and symbolism. Because it is central, (and piers have proven themselves to be immensely popular in many waterfront communities Huntington Beach, Calif. and Ocean City, N.J., for example), restoration of the pier in North Beach would help restore community pride.

It is recommended, therefore, that the Town acquire the pier (Figure 14) and the surrounding privately held beach to insure full and open public access for all. For this central property to remain a private holding with restricted access would cripple the Town's efforts to become, once again, a popular family center.

The structural condition of the pier should be analyzed to determine what can be salvaged, and to produce a cost/effective and storm-resistant design.



Figure 14  
North Beach Pier

A detailed design should be prepared of a multi-purpose pier, including a dining areas, boat-docking, and provision for recreational fishing.

The Town should determine the most cost/effective manner of redeveloping the pier: either through a public-private partnership, or lease-back arrangements.

Possible sources of state financial assistance should be examined. There is pending legislation in the U. S. Congress which would establish a new source of federal assistance for boating facilities. This new program, if approved, would be administered by the State.

## 2. Waterfront Park.

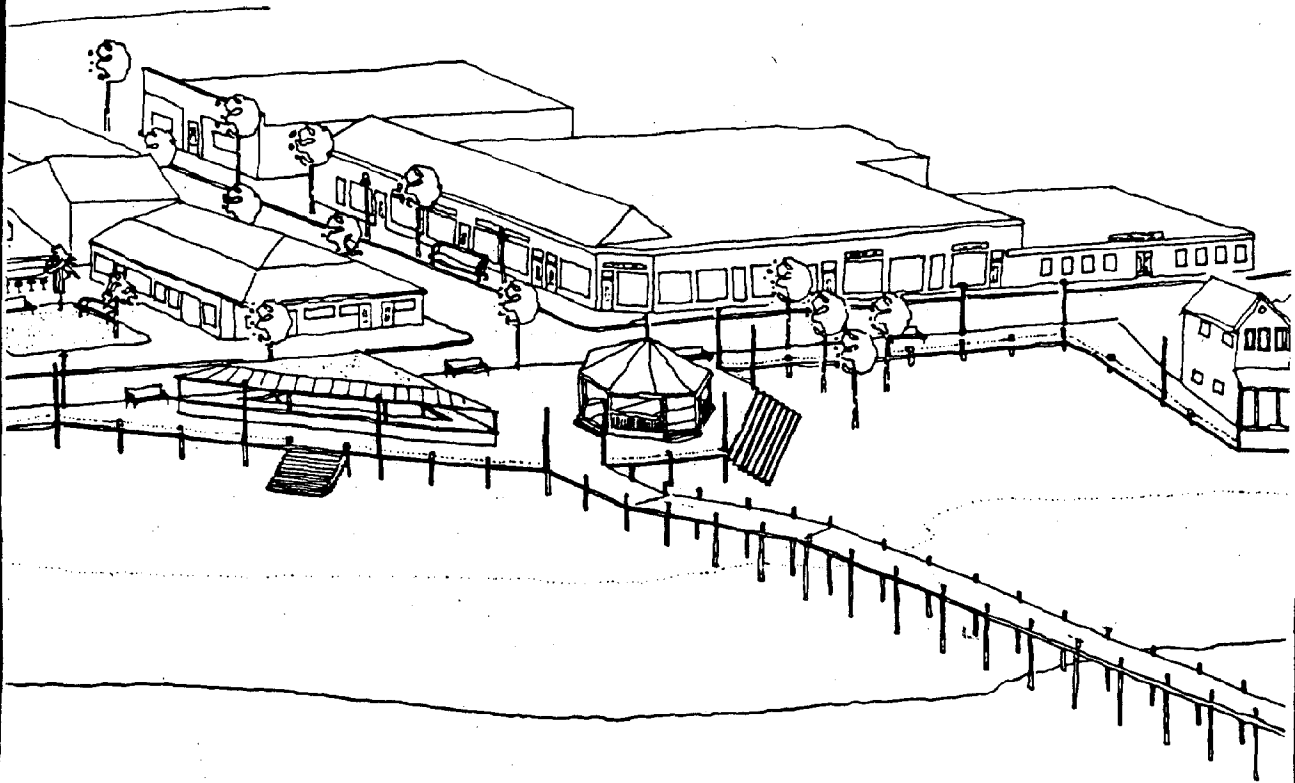
a. Objective: Establish a public open space at the foot of Fifth Street, with an attractive landmark, such as a gazebo.

b. Recommendation: Acquire the beach area currently in private ownership, and the adjoining parking area on Bay Avenue at Fifth, or enter into a long-term lease agreement that insures continued public access to this area.

Prepare a detailed site plan for the waterfront park which could including many of the following components (see Figure 15):

- o A gazebo/pavilion with interior seating which could serve as a band shell, speaking platform or stage. This structure would be a community focal point at the foot of Fifth Street.
- o A flagpole or large sculpture, with flowers, trees, picnic tables and benches.
- o A carousel.
- o A kiosk with community information, events, historic background, map of the businesses.





**WATERFRONT PARK**

**FIGURE 15**

- o A children's spray/play area on the beach, perhaps like the one in Stony Brook, New York.

3. Baywalk.

a. Objective: Provide a public promenade along the waterfront in central North Beach to enhance access to the Bay for residents and tourists and to separate foot traffic from automobile usage.

b. Recommendation: Prepare a design for a Baywalk which should include the following considerations (see Figure 16):

- o An elevated (off the pavement) wooden boardwalk (or other suitable flood-resistant material) along the water's edge on Bay Avenue, from First Street to Fifth Street. This could be constructed in stages, with the first section between Third and Fifth Streets.
- o Connect the proposed Baywalk with the existing boardwalk in front of the homes on the beach. This existing boardwalk should be widened to the same width as the proposed Baywalk. Such a connection would tie together the Bay Avenue waterfront, to the waterfront park, and pier.
- o Provide benches, trash receptacles, trees, planting boxes and lighting.
- o Consider some type of decoration along the Baywalk such as flags on town light poles, or perhaps hanging plant baskets.

4. Public Bathhouse

a. Objective: Provide town bathhouse, changing rooms and toilets for day visitors, at a nominal cost, to serve as an attraction for beach use.



Existing View on Bay Avenue

Proposed Baywalk

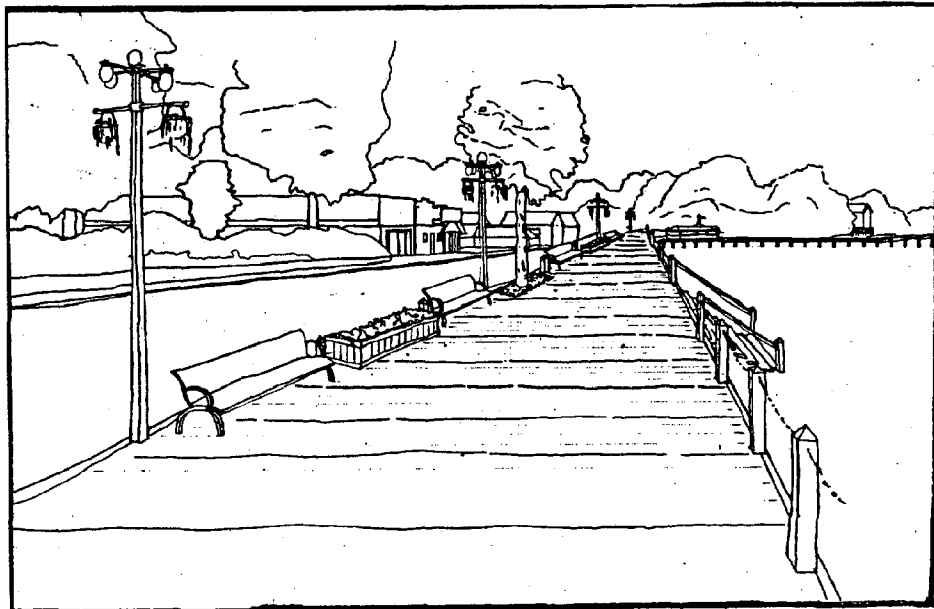


FIGURE 16

- b. Recommendation: Working with the private property owners, determine the best location of such a facility within the first block of the beach. Examine the financing options; public construction and long term lease, or private operation under Town controls. Provide convenience sales/rentals of such items as towels and umbrellas. Security and cleanliness have to be primary consideration for such a facility to succeed. (Belmar, New Jersey, is a good example of the facilities which exist on the Jersey shore near New York.)

5. Boat Launch.

- a. Objective: To meet the stated need for boat launching facilities, with nearby, convenient parking, to serve as an attraction for a different clientel than the beach and pier, and to separate this activity from the town center.

Figure 17  
Marina/Boat Launch Site



- b. Recommendation: Explore the feasibility of locating a town launch ramp facility at the north end of town at the site of a previous marina, or encourage a private operator at this site (Figure 17).

Provide parking nearby with a wooden walkway (providing an opportunity for a nature walk/interpretive signs) through the marsh area.

A second choice, if the northern site is unavailable, may be a pier and hoist installation on Bay Avenue between First and Third Streets with parking upland.

**CHAPTER V**

**COMMERCIAL REVITALIZATION**

## CHAPTER V.

### COMMERCIAL REVITALIZATION

#### A. Introduction

The commercial core of North Beach, once a vibrant and vigorous economy, has today, all but disappeared.

In the early decades of this century, Chesapeake Avenue was lined with shops, offering all the goods and services necessary to support a family-oriented community; ranging from the old Atlantic and Pacific Tea Company, to movie houses, shoe stores and dress shops.

Now, much of the land which used to support these businesses lies vacant. And many of those commercial buildings which do remain are in serious need of repair.

Chesapeake Avenue between First and Fifth Streets, once the heart of the commercial area, still retains a hardware store, the Post Office, the rehabilitated Town Hall, religious institutions, a restaurant, and several small shops. But large vacant lots, strategically located on the corners of Chesapeake and Chestnut Streets; Third and Chesapeake; and Fifth and Chesapeake destroy the sense of "place", the feeling of "Main Street" which was so evident in the 1920's and 30's.

Perhaps as important as the physical deterioration of the business area has been the gradual disappearance of choice and variety in the types of goods and services available in North Beach. Where once beach concessions, restaurants, dance halls, rooming houses, shops and theaters stood, now there is a concentration of bars, pool halls and lounges.

The IGA store on the corner of Fifth and Bay Streets, and the new Highs on Seventh and Bay act as the central food and small merchandise stores in Town. The IGA store acts as the principal economic anchor of North Beach.

B. Changed Nature of Retailing.

The decline of the business area in North Beach is not unique. Much of the reason for its decline lies not only with the specific conditions and history of North Beach, but equally with the changed nature of retailing in America.

In the 1930's and 1940's, most shopping in small communities took place on the main street with family members making regular purchases, often several times a week. The scarcity of good roads and personal cars insured that most town residents shopped in the local area.

Following World War II, especially in the 1950's and 1960's, along with the growth of the suburbs, and the increased use of personal cars, came the development of a new concept in retailing — the suburban shopping mall.

These malls were designed to be "one-stop" locations, where a large anchor store, such as a department store or grocery store, was complemented by a series of specialty shops. There was ample parking, good lighting, security and standard hours.

As the malls became more exciting and efficient, small town main streets began to lose their customers, and many of the most important shops on main street relocated out to the mall. Once that happened, the old main street began to lose its economic vitality, and soon small signs of deterioration began to set in.

C. Cars and North Beach.

Perhaps as significant for North Beach as the changed nature of retailing, was the mass shift in transportation toward personal automobiles. This shift has had a severe impact on North Beach. In the early part of the century, the decline of the railroad which gave rise to the town, and its abandonment in 1935, coupled with the financial devastation of the Great Depression, almost spelled an end to North Beach as a resort community.



However, following World War II, the legalization of slot machines and gambling brought a resurgence of tourism to North Beach. Cars now conveyed those on "day trips" who frequented night clubs, taverns and arcades. These tourists returned home in the evenings no longer patronizing those hotels and commercial establishments which catered to extended stays.

The completion of the Chesapeake Bay Bridge, in 1952, opened the beaches of the Eastern Shore to motorists from the Washington-Baltimore metropolitan area. The development of these shore resorts, in conjunction with the banning of gambling in 1968, drained off the last vestiges of those who had once come to the western shore of the Chesapeake.

Finally, in the 1970's and early 1980's, cars made possible the highly mobile resident population of North Beach. For many who now live in this Town commute to employment, often 30 to 40 minutes away.

While in the past, cars have had a direct and adverse impact on North Beach, today, they may hold bright promise for the future. For North Beach's location, only 30 to 40 minutes away from either Baltimore or Washington, makes it an ideal location for many commuters and vacationers in this metropolitan area. As the Bay Bridge becomes more congested; and as North Beach improves, many will increasingly chose to live in or to visit North Beach.

#### D. Revitalization in North Beach

Over the past several years, there have been positive changes in North Beach. In the Spring of 1983, the Town voted to close Fourth Street between Dayton and Chesapeake Avenues for youth recreation, opened a community center and passed new ordinances requiring code enforcement and maintenance of buildings in disrepair. Money was also appropriated for repair of the Town Hall.

At the time of the publication of this report, renovation and expansion of the Town Hall is almost completed. Future improvements will come from the substantial new grants totalling almost three quarters of a million dollars for water and sewer work which have been recently awarded to the Town.

Along with these public improvements have been a series of private investments in the business area. The corner

of Seventh and Bay has been substantially improved by the owners of the antique shop and floral designs businesses. A new Highs convenience store has located on the opposite corner.

The owners of the IGA have considered construction of a new store on their existing land.

Recent publicity of North Beach in the Baltimore Sun, the Washington Post and Money Magazine have attracted new potential investors to the area.

E. Need for Private Investment

Major private investment has been found to be a necessary and integral part of any commercial revitalization program. For the purpose of such a revitalization program is to turn around the overall investment and psychological assumptions about an area. Experience has shown that in order to attract sufficient capital necessary to change the economic level of activity in commercial projects, there must be either adequate existing space suitable for renovation, or the provision for new financially attractive development.

Experience has further shown that beautification programs alone, that is, facade improvements, public amenities, and street repairs, are in themselves insufficient economic catalysts for commercial revitalization. They must be accompanied by a change in the economic level of activity in the area, and by increased retail sales and office leasing in order to accomplish significant and substantial change in declining commercial areas.

F. Commercial Revitalization Recommendations

The site specific commercial revitalization recommendations which follow are based on the need to attract new, substantial, private investment; to develop the underutilized vacant parcels within the business district; and to create a new commercial image for the area.

1. IGA SITE

a. Site Identification

- (1) Location - southwest corner of Bay Avenue and 5th Street.
- (2) Land Map: Block 3

b. Land Area and Ownership.

| <u>Lot No.</u>           | <u>Land Area</u><br>(sq. ft) | <u>Ownership</u> | <u>Function</u>                              |
|--------------------------|------------------------------|------------------|--|
| 6 through 15<br>21,22,23 | 75,000                       | Anna Callis      | Food Store,<br>vacant bldgs,<br>vacant land. |

c. Description of Improvements.

The IGA site is covered on the eastern half by a one story structure built in the early 1900s. The northern end of this structure functions as a food market. Constructed in the form of a U, the connecting buildings, which once housed retail and amusement shops are now serving either a warehouse function or are vacant. This structure also once housed the original Uncle Billy's Crab House.

d. Zoning

The land is zoned MCR - Marine Commercial Recreation District. Under MCR, maximum height is 35 feet, and most residential and commercial uses are permitted.

e. Recommendations.

There are two possible approaches to dealing with this property which is a central corner in the revitalization of the beach area. They differ in terms of timing and cost.

Option 1.

In the short term, it is recommended that this property be rehabilitated in a manner consistent with the design considerations of the North Beach Plan, and all vacant and underutilized buildings be opened up for new retail uses. A bathhouse and rest rooms could be located in a new structure behind the present building. The rear lot should be paved for parking, and landscaping should replace

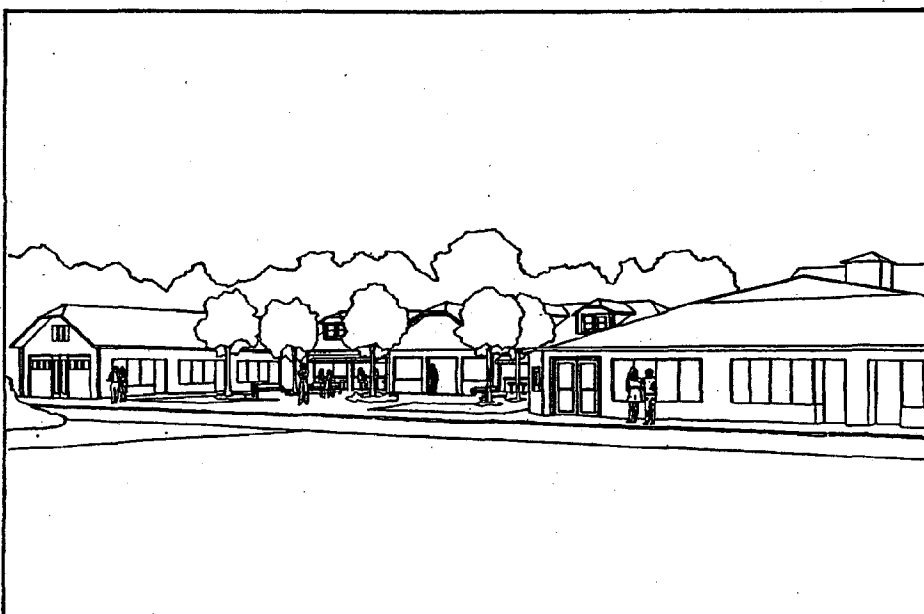


FIGURE 18

the current parking uses in the front. The center of the site facing the beach should be considered for placement of amenities which would enhance the properties selling function - such as, benches and trees.

Option 2.

The long term recommendation is for the total redevelopment of this site. As the anchor site in the Waterfront Revitalization Program, substantial redevelopment of this location would have a significant effect on the revitalization of the commercial area.

With a lot area of 75,000 square feet, it is possible to construct a new structure on this site including a one-story food store of 20,000 square feet, 10,000 square feet for ground floor retail and 10,000 square feet for second floor office use. It is recommended that any new structure be designed in a manner which takes maximum advantage of the site, allowing for the major use to be a food store, and providing significant new space for new retail uses, perhaps including a branch bank and a restaurant.

Parking should be provided behind the structure. The zoning ordinance requires 400 spaces for such a new structure. With a standard of 200 square feet per parking space plus aisles and entrance/exit drives, 80,000 square feet of total surface space would be required. With the building configuration suggested above, 45,000 square feet could be available for parking. This would take care of about half the required parking spaces. A variance for the full parking requirement would probably be necessary.

## 2. PUBLIC PIER AND RESTAURANT

### a. Site Identification

- (1) Location - on beach at end of 5th Street
- (2) Land Map: N/A

### b. Land Area and Ownership

| <u>Lot No.</u> | <u>Land Area</u> | <u>Ownership</u> | <u>Function</u>            |
|----------------|------------------|------------------|----------------------------|
| N/A            | N/A              | Anna Callis      | abandoned &<br>closed pier |

### c. Description of Improvements

An aging wooden pier, located on the beach at the end of 5th Street, extends approximately 500 feet into the water. Because of its deteriorated condition, the pier has been abandoned, and closed to the public. At one time, a thriving restaurant business was located at the end of the pier. A fire in the 1970s put an end to this use. The pier is in private ownership.

### d. Zoning.

The zoning map does not indicate that the pier is covered by a zoning category. However, the adjacent beach area is zoned MCR - Marine Commercial Recreation.

### e. Recommendations.

The pier itself holds the key to the revitalization of the waterfront in North Beach. Because it is so critical, we recommend that the Town of North Beach acquire the pier and the surrounding beach front property, to allow for full and open public access.

The pier should be examined for structural problems, and an estimate should be made of the cost of repair, versus the cost of a new structure.

Should the Town determine that new construction is both feasible and desirable, we recommend that a new pier be build in a manner which would incorporate a variety of uses: strolling, fishing, and dining. The pier should be designed in a manner which allows these three uses to be carried out without conflict. It is suggested that a new restaurant be located at the end of the pier, and that



Fish, Crabs and Oysters served on Open Pier  
 "OSCAR'S" CRAB HOUSE  
 Soft Drinks, Motor Boats, Row Boats, Tackle, Bait



FIGURE 19

the Town attempt to recoup some of its public expenditures through leasing of this facility. If possible, the Town should seek a tenant who would be willing to provide dining facilities for 12 months of the year.

The pier should also be designed to provide an appropriate amount of public dockage for smaller boats.

Should the Town determine that repair to the existing structure is possible, it should examine ways to incorporate the same variety of uses into the rehabilitated pier.

The history of North Beach documents the location of a dance pavilion at the entrance to the Pier, on the sand beach. Reconstruction of this large building is not recommended because of the need for public open space on the beach. However, the construction of an open gazebo/pavilion on this site is suggested.



### 3. CALVERT HOTEL SITE.

#### a. Site Identification

- (1) Location - on the southwest corner of Bay Avenue and 3rd Street.
- (2) Land Map : Block 2

#### b. Land Area and Ownership

| <u>Lot No.</u> | <u>Land Area</u><br>(sq ft) | <u>Ownership</u>             | <u>Function</u> |
|----------------|-----------------------------|------------------------------|-----------------|
| 9,10           | 15,000                      | ABC Realty<br>Corp. (Petrie) | Abandoned       |

#### c. Description of Improvements

A closed and abandoned Calvert Hotel occupies the site. Once a thriving hotel, the Calvert had large porches, gabled peaks, and a widow's walk. The structural condition of the building is unknown. However, from the exterior, the structure seems to be in very poor condition. A portion of the building has been open to the elements for several years, and a small fire has destroyed a portion of the interior.

#### d. Zoning.

The site is zoned MCR - Marine Commercial Recreation

#### e. Recommendations

It is recommended that an architectural and engineering analysis of this building be carried out. Because of its historical interest, and past architectural integrity, it is recommended that rehabilitation be the first option, if this proves to be technically and economically feasible.

If, however, the required analyses document a degree of deterioration which is uneconomical to repair, it is recommended that this site be redeveloped as a small inn. Since the site itself is small, the entire site should be used for any new structure, and the developers purchase additional property to provide the required parking. Another option for dealing with the parking requirements is for the developer to work closely with the City in a public/private parking agreement. New construction on the lot across Third Street on the corner of Bay Avenue is also recommended.



With an unobstructed view of Chesapeake Bay the  
**CALVERT HOTEL**  
 Has come to be the summer home of many people



Calvert Hotel North Beach, Md.

FIGURE 20

Development on this lot could be integrated with the Calvert Hotel site, or could be in the form of single or multifamily housing.

#### 4. HOTEL/INN SITE

##### a. Site Identification

- (1) Location - southwest corner of Chesapeake Ave and Third Street.
- (2) Land Map: Block 11.

##### b. Land Area and Ownership

| <u>Lot No.</u> | <u>Land Area</u><br>(sq. ft) | <u>Ownership</u> | <u>Function</u>                    |
|----------------|------------------------------|------------------|------------------------------------|
| 8,9,10,11      | 30,000                       | Irma Gross       | Abandoned<br>hotel &<br>vacant lot |

##### c. Description of Improvements

The corner property is a large cleared and vacant area. Lot 11 is the site of the abandoned Twin Beaches Motel, a structure which appears to be in very poor structural condition.

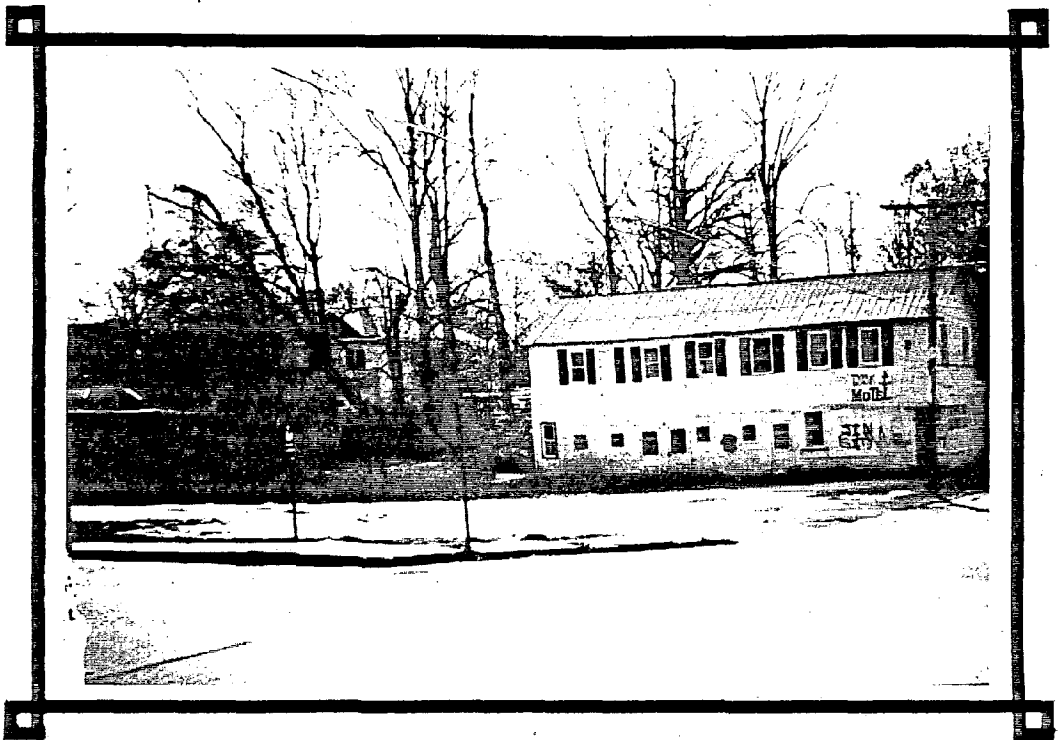
##### d. Zoning

The land is zoned MCR - Marine Commercial Recreation.

##### e. Recommendations

This property is on a major corner of the commercial area along Chesapeake Avenue. The presence of a large vacant parcel and a rundown abandoned motel at this location is an eyesore and a detriment to revitalization of the commercial area.

It is recommended that the abandoned hotel be taken down and that a new small hotel/inn be developed on the site. If possible, the developer should also acquire the adjacent land behind this site so that parking and perhaps a swimming pool could be accommodated. Should a market study not document sufficient demand for a hotel on this site, then new residential construction would be a suitable alternative.



View of Inn Site  
At the Corner of Third Street & Chesapeake Avenue

A New Inn Could Look Like This



FIGURE 21

## 5. BOWLING ALLEY AND MOTEL SITE

### a. Site Identification

- (1) Location - northwest corner of Bay Avenue and Fifth Street.
- (2) Land Map: Block 4.

### b. Land Area and Ownership

| <u>Lot No.</u> | <u>Land Area</u><br>(sq ft) | <u>Ownership</u> | <u>Function</u>                                |
|----------------|-----------------------------|------------------|--|
| 29 to 39       | 41,000                      | Michael Monias   | Bowling alley,<br>motel, lounge<br>and parking |

### c. Description of Improvements

Currently occupying the site is a series of one-story structures, including a bowling alley, lounge, motel and a large parking area. While the major buildings themselves, with the exception of the motel units, seem structurally sound, their maintenance is extremely poor, and their uses are not the most appropriate for a shorefront location.

### d. Zoning

The land is zoned MCR - Marine Commercial Recreation.

### e. Recommendations

There are two possible approaches to dealing with this property which, with the IGA property, is the main focus for commercial revitalization of the beach area.

#### Option 1

In the short term, the property could be rehabilitated and improved to perform more of a retail function by dividing up the bowling alley space and opening up small retail space fronting on 5th Street as well as Bay Street. Suggested suitable uses might be a small drug store, a corner cafe, and beach rentals. This approach would begin to integrate this corner with the proposed renovated IGA site.

#### Option 2

The long term recommendation and the preferred option is to totally redevelop the property into beach oriented

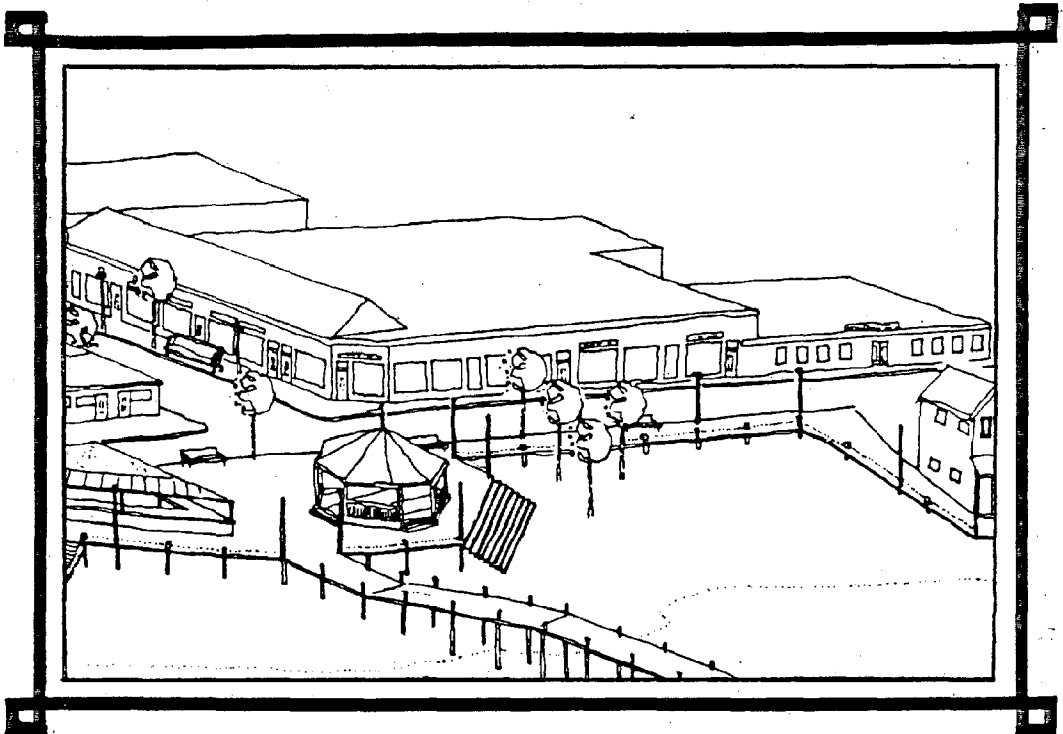
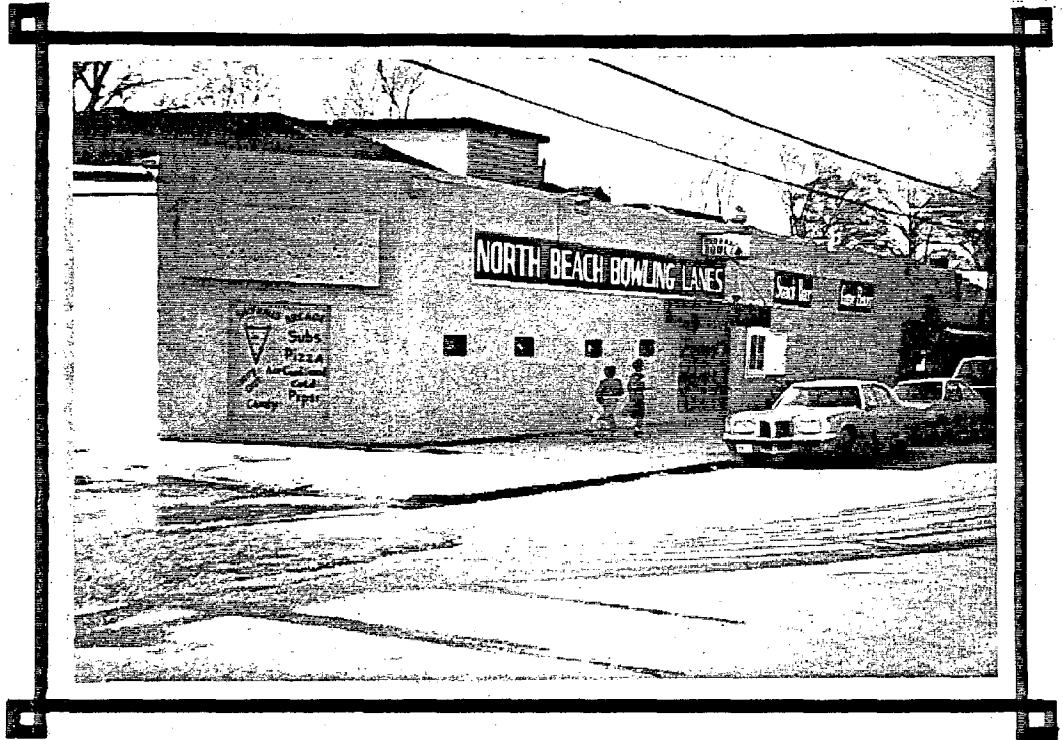


FIGURE 22

retail uses, such as a restaurant, ice cream store, bait & tackle store, carry-out food store, bakery, and drug store would be appropriate. If there is sufficient demand, a motel/restaurant would be appropriate.

With a lot area of 41,000 square feet, a developer would need to work with the Town in resolving the parking requirements for new development.



## G. Financing Incentives

### 1. Rehabilitation.

Commercial rehabilitation has been proposed for several structures in the North Beach commercial area. Recent changes in the tax laws have made commercial rehabilitation financially attractive. The reason for the changes, described in the U.S. Senate Committee on Finance Report accompanying the Economic Recovery Tax Act of 1981 states: "The increased credit for rehabilitation expenditures is intended to help revitalize the economic prospects of older locations and prevent the decay and deterioration characteristic of distressed economic areas."

The legislation allows for three categories of tax credits for commercial rehabilitation:

- o For commercial buildings which are over 30 years of age, a credit of 15 percent of the cost of rehabilitation will be granted. A tax credit differs from a tax deduction in that it is subtracted directly from the tax owed. The balance of the cost can be depreciated in 15 years.
- o For commercial buildings which are over 40 years of age, a tax credit of 20 percent of the cost of rehabilitation will be granted. The balance can be depreciated in 15 years.
- o For commercial buildings within an historic district, or for buildings with individual historic designations, 25 percent of the rehabilitation costs can be taken as a tax credit. Taxpayers in this category may depreciate full rehabilitation costs over a 15 year period.

These rules require that each rehabilitation project meet the "substantial rehabilitation" test to qualify for the investment tax credit (ITC). Under this test, rehabilitation costs must exceed \$5,000 or the taxpayer's adjusted basis in the property, whichever is greater. Lessees with at least a 15-year lease qualify for the ITC.

## 2. New Construction.

There are several Federal and State incentive financing programs which are applicable for new development in North Beach.

The first is the Federal program of the U.S. Department of Housing and Urban Development called the Urban Development Action Grant program (UDAG). The purpose of this program is to encourage new private investment. Currently, \$440 million has been authorized, and 25% of this amount has been targeted for small communities.

North Beach became eligible to apply for consideration under this program in October 1983. Communities applying for the first time must request a determination of eligibility from the HUD Area Office at least 60 days before the beginning of the month in which it plans to submit its full application. This determination will show that the applicant:

- o meets the minimum levels of economic distress,
- o has demonstrated results in providing housing for low and moderate income persons, and
- o has demonstrated results in providing equal opportunity in housing and employment for low and moderate income persons and members of minority groups.

Applications to the Action Grant program are made by the local government on behalf of the private investor. This private investor must commit at least 2 1/2 dollars for every public dollar requested.

A second incentive program which North Beach may wish to consider is that of the Maryland Industrial Commercial Redevelopment Fund. Like UDAG, the Maryland program is there to provide "gap" funding: that is the difference between the cost of the project and the private financing commitments. Unlike UDAG, MICRF is not a grant to the jurisdiction, but rather a loan for which the applying jurisdiction must pledge its full faith and credit. The interest rates and terms in this program are also very attractive.

It is the recommendation of this report, that the Town of North Beach work closely with potential developers and assist them in pursuing appropriate low interest financing in order to stimulate and encourage new development in North Beach.

**CHAPTER VI**

**TRANSPORTATION AND PARKING**

## Chapter VI

### TRANSPORTATION AND PARKING

#### A. Introduction

The main function of the street and sidewalk is to provide access to and circulation within the commercial area for both vehicles and pedestrians.

Traffic management is one of the keys to a successful revitalization effort. Traffic regulation and circulation requirements for automobiles, public transit, bicycles and pedestrians must meet the needs of tourists, shoppers, employees of the offices and retail establishments as well as the residents of the area.

#### B. Existing Transportation Access

According to The Comprehensive Plan, "Prior to phase-out of slot machines in the county, weekend traffic often came to a virtual standstill. Local business activities and resident trips had to be scheduled around the certain backups that would develop." <sup>15</sup>

The reason for these backups was not only the heavy tourist traffic, but also the limited entry points to the Town. Major transportation access to North Beach is limited to Route 261 from the North and the South. There is also a minor access point from 5th Street extended. According to transportation planning projections, approximately 6,900 vehicles were using Route 261 within the corporate limits

---

<sup>15</sup>North Beach Planning Commission, Comprehensive Plan for North Beach, Maryland, 1974, pg 17.

of North Beach in 1975, and approximately 25,000 vehicles would be using it by 1994.<sup>16</sup>

Complicating matters for the first time visitor to North Beach is the fact that Route 261 turns sharply right, off Chesapeake Avenue following First Street to Bay Avenue along the beachfront north to the town line. It is fortunate that both Bay Avenue and Chesapeake Avenue are broad streets from First Street to Seventh Street.

### C. Transportation Recommendations

Adequate transportation arterials and access to the beach and commercial areas are important to the successful revitalization of North Beach. Following are the transportation recommendations (see Figure 23):

1. Route 261 should be re-routed to run along Chesapeake Avenue upon entering North Beach from the south and continue to Seventh Street where it would turn east and then north on Bay Avenue to the town line. Through traffic would then be routed through the commercial area of North Beach and would not mix with traffic destined for beach recreation activities.

2. First Street should be one-way east from Chesapeake Ave to Bay Avenue and Bay Avenue would be one-way north from First Street to Seventh Street. This is the route that beach recreation oriented traffic would use to enter the area. This would allow part of Bay Avenue to be used for the baywalk and would allow room for angle street parking on the west side of Bay Avenue from First Street to Seventh Street. With these changes Bay Avenue would be very much a beach oriented street.

3. Potential traffic congestion at the Fifth Street and Bay Avenue intersection can be minimized by making Fifth Street, between Chesapeake and Bay Avenues, one-way westbound. This will also open up this intersection to pedestrians and provide ease of access to the IGA site from the rear.

4. Atlantic Avenue should be made one-way northeast between Seventh Street and Ninth Street to help alleviate traffic and parking congestion in the area.

---

<sup>16</sup>North Beach Planning Commission, Comprehensive Plan for North Beach, Maryland, 1974, pg 19.

D. Parking Situation

Parallel parking is permitted on most streets throughout North Beach. Off-street parking areas are currently unpaved and are on private land. The poor condition of the sidewalks and curbs and the lack of designated off-street parking means that many cars park on the beach and commercial property giving the whole waterfront area a very poor appearance.

E. Parking Recommendations

Adequate parking is not only needed to serve the needs of customers shopping in North Beach but sufficient parking spaces are also necessary to accommodate recreation visitors. Following are the parking recommendations (see Figure 23):

1. Angle on-street parking can be accommodated along Bay Avenue between First Street and Seventh Street, assuming that Bay Avenue is made one-way north. It is estimated that approximately 200 on-street parking spaces could be made available.

2. Off-street parking will be included in any new development proposals. Efforts should be made to provide public parking behind the IGA building should rehabilitation of the property be chosen as the option.

3. Angle parking should be provided for residents and visitors along Atlantic Avenue between Seventh Street and Ninth Street.

4. Public parking areas should be made available on current vacant parcels in the Town as indicated on Figure 23. The vacant parcels could be purchased or leased by the Town for such use.

**CHAPTER VII**

**DESIGN AND PUBLIC IMPROVEMENTS**

## CHAPTER VII.

### DESIGN AND PUBLIC IMPROVEMENTS

#### A. Introduction

One of the best opportunities for visible results, leading to greater commercial activity, in a revitalization program lies in improvement of the storefronts and in creation of a pleasant pedestrian environment. For these improvements to work to their maximum effectiveness, they should be carefully designed and closely coordinated. Because some of the buildings have been altered in a variety of ways, removal of incompatible elements and enhancement of existing ones underneath can be an inexpensive and dramatic way of changing the appearance of the commercial area.

Over the years, the quality of the public improvements, that is, the sidewalks, curbs and gutters, trash cans, and trees, has suffered serious deterioration. Incompatible patching materials, lack of maintenance in front of storefronts, and inadequate pedestrian amenities have created a sterile and barren appearance in North Beach. Moreover, while the adjacent residential area is often wooded, the commercial district is almost devoid of trees.

Any design theme must take into consideration the present routes which vehicles and people use as they move around downtown; the relationship between present and proposed architectural structures; and the colors and textures of the small-scale features such as proposed landscaping, paving, sidewalk materials, street furniture, and graphics which - during the day and at night - create the total visual experience in the area.

The goal of good design is one of diversity and vitality. The streets should act as a stage for the commercial activity and should have comfortable, eye-catching street furniture. The shape and scale of the buildings act as a backdrop and should reflect the diversity characteristic of their different periods of construction.



For design improvements to succeed, they must be developed and implemented in a manner which makes shopping not only a commercial but a social event. Town centers, from time immemorial, have always functioned as the social center of the city. The emphasis, therefore, must be on creating a pleasant, attractive, and exciting area with a personality of identity of its own.

The basic design approach recommended for North Beach is that of conservative rehabilitation. Its underlying principle is simple: to improve the storefront's appearance by minimizing the less attractive features and adding simple, inexpensive elements to emphasize the positive features.

Conservative rehabilitation can be as simple as repainting a building periodically to give it a fresh appearance or highlighting architectural details with contrasting colors. In many cases, repainting the trim of the building and removing an unsightly sign or unnecessary earlier remodeling elements can create a whole new image for the building at minimal cost. Addition of fabric awnings, either as shading devices, sign backdrops, or simply to supply color and texture to the store front, can be visually appealing; noticeable as improvements by customers, and very affordable for the building's owner. Washing the windows and hanging inexpensive shades or curtains in the upper floor windows can also give the impression of commercial activity.

#### B. Design Standards.

The purpose of design standards is to demonstrate the Town's commitment to an attractive and positive image of the beach and the adjacent commercial areas. The standards are a regulatory device used to ensure compliance by property owners with an overall revitalization effort.

Design standards have been found to be a necessary and integral part of any revitalization program. There seem to be three basic principles which apply:

1. Merchants and property owners who get the direct benefits should participate in the management and promotion of the area.
2. Voluntary efforts are difficult to maintain over the long terms and tend to frustrate the more progressive and cooperative merchants and property owners.

3. Some type of mandatory provisions which require participation by all are needed to insure rehabilitation.

The standards should be developed with several elements in mind: exterior materials, shop windows, doors, lighting, use of color, and type and size of signage. For new construction, another element is added - compatibility with the older, beach-type structures as best demonstrated by the photo of the old Calvert Hotel (Figure 24). It is crucial that the detailing and massing of any new buildings be consistent with the character of the older architecture, as a larger looming scale of new development might easily overpower the town.

Enforceability is the key to a successful design standards program. Individual property owners need reassurance that they will not be forced to invest while others neglect their maintenance.

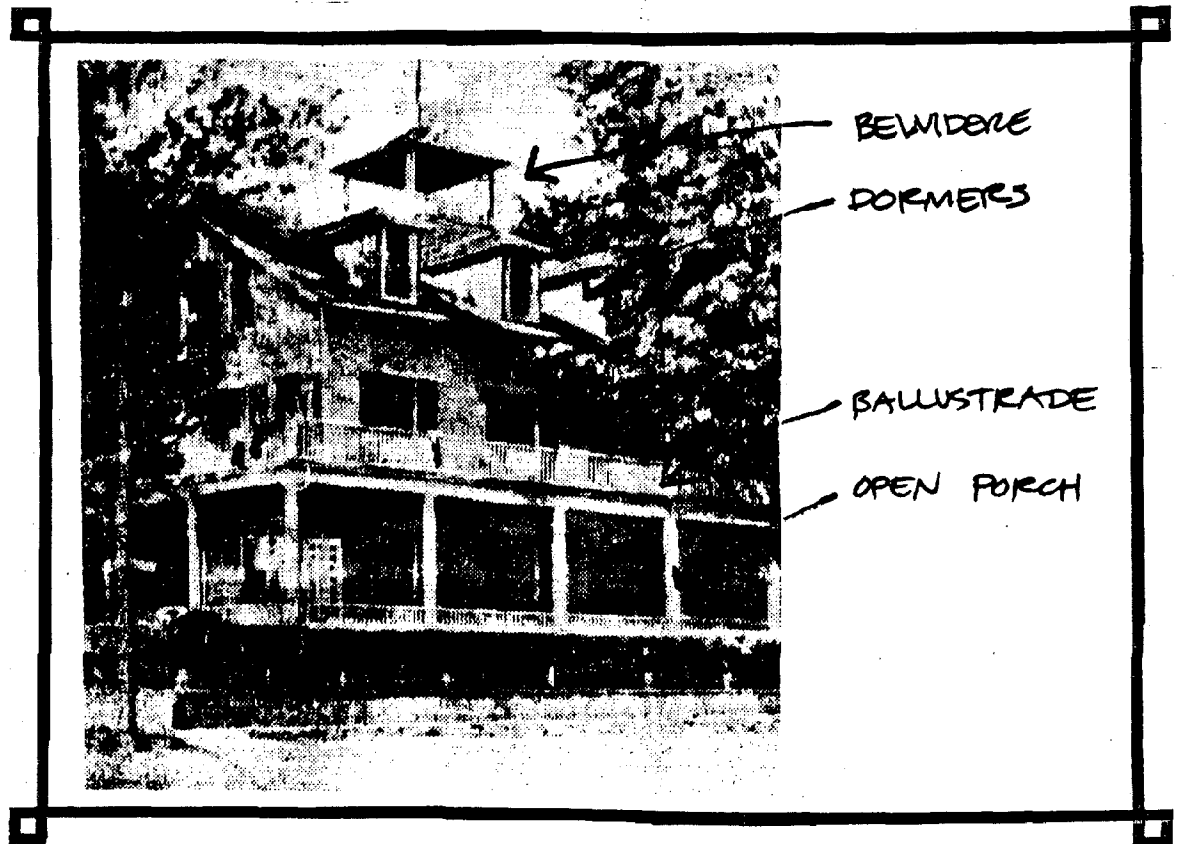


Figure 24  
Calvert Hotel Architectural Features

### C. Public Improvements

It is a widely held belief that commercial revitalization and the installation of public improvements are synonymous. This is not necessarily true. For different business districts suffer from different symptoms of decline. In some shopping areas, even before public improvements are implemented there exists a healthy level of economic activity. What is needed is merely a facelift and a greater unity between the shop, sidewalk, and street. In other shopping areas, such as North Beach, there is a critical need to improve the level of economic activity as well as to create a new perceptual image to consumers throughout the trade area and beyond.

In such a situation, it is vital that the merchants undertake a vigorous program of shop improvements, promotions, and special events which establishes the "selling function" of the area, before attention is shifted from the stores to the streetscape, and the shops are "overwhelmed by enhancement." There is a necessary and needed balance between increasing the commercial viability of an area and enhancing its appearance. Public improvements have a prominent place in a revitalization program but are only one part of a complex strategy.

#### 1. Streetscape

A streetscape includes all the area between the building fronts on one side of the street to the building fronts on the other side. This means the sidewalk, the curbing, the parking meters, benches, pavement, trees and grass, trash receptacles, bus shelters and public phone booths, traffic lights, street lights, and public signage. Simplicity, clarity, and harmony are the keywords of better streetscapes.

The basic design of public improvements should serve to highlight the main entrances and intersections of the commercial area, to create distinctive vistas along the main streets, and to provide amenities such as rest areas and green spaces that reduce the harshness of building materials and concrete surroundings. The effect of such improvements should be to create a sense of place which encourages consumers and tourists to shop, to stroll, and to enjoy the area.

In North Beach, the central vista should focus along the Baywalk and the Pier. Care should be taken that appropriate design for the Baywalk is chosen which enhances the Bay view both for strollers and for the homeowners along Bay Avenue. Decorative elements such as benches and lighting fixtures should be chosen which are compatible with the

building styles, and which will assist in the development of a unique identity for the Town.

Trees should be planted, if possible, along the Baywalk, and throughout the commercial area to soften and shade the streetscape for tourist and shoppers, and to break the unsightly line of streetpoles which dominates the skyline. To protect the soil and the roots of the trees and to allow air and water to pass through to the soil, iron tree grates should be installed in the sidewalk pavement.

The sketch below of the location of the Baywalk shows where a portion of the Walk will have to incorporate a heavy-duty section to accommodate emergency vehicles.

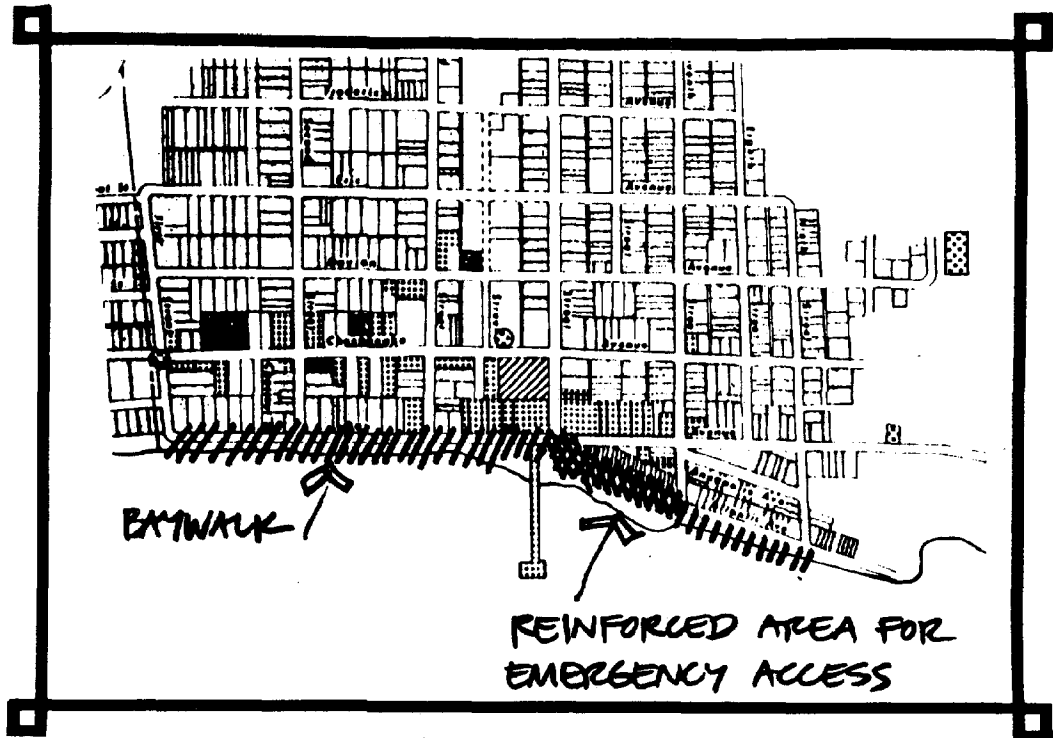


Figure 25  
Baywalk Location

## 2. Sidewalks

The existing condition of the public improvements in North Beach range from below average to poor.

Sidewalks in the study area are in bad repair and,

in some cases, do not exist. Not only does this condition constitute a hazard to pedestrians, but it leads to a poor image of the Town, particularly in those areas illustrated below, where the first impression for tourists will be increasingly important.

New public improvements should include concrete sidewalks with shade trees, benches, and decorative streetlights along with trash receptacles and perhaps kiosks for advertising.

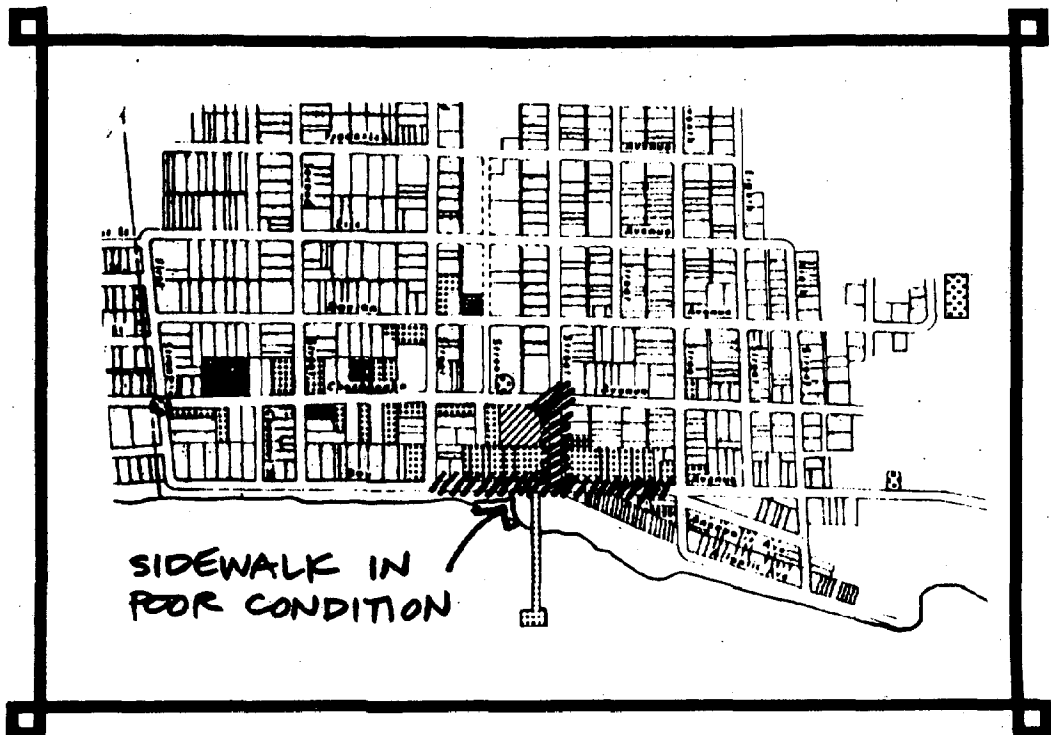


Figure 26  
Location of Needed Sidewalk Improvements

### 3. Gazebo

The waterfront park at the end of 5th Street provides an outstanding opportunity to locate a beautiful and functional public facility such as a gazebo, which could be used for a variety of activities: bandstand, shelter, concession or information center.

This site, at the foot of 5th Street and at the base of a restored public pier, could act as a focal point for the Town, offering a striking symbol to all visitors of



Existing View on Fifth Street

Proposed Public Improvements



FIGURE 27

the revitalization of North Beach. Figure 27 shows an existing view along Fifth Street and how it would look with new public improvements and the gazebo.

D. RECOMMENDATIONS

1. The Town should develop design standards for rehabilitation and new development. These standards should be implemented within 6 months of the submission of this report.
2. Establishment of procedures for Town assistance to property owners. This assistance can take several forms: design assistance for individual structures; low-interest loans; construction advice; and tax credit advice.
3. The Town should develop a specific plan for public improvements in the streetscape area, including a selection of lights, benches, trees, and sidewalk material. This plan should indicate appropriate stages of implementation, with cost estimates attached.

**CHAPTER VIII**

**IMPLEMENTATION STRATEGY**



## CHAPTER VIII

### IMPLEMENTATION STRATEGY

#### A. Introduction

The effectiveness of this North Beach Waterfront Revitalization Plan depends upon the implementation of the major recommendations in an orderly fashion. The implementation of these recommendations will depend on the support and encouragement of the citizens of North Beach, the responsiveness of the business community and property owners, the commitment of Town officials.

For each of these three partners in waterfront revitalization, the Town, the business and property owners, and the citizens there will be specific responsibilities:

- o The Town must provide the basic public improvements needed to act as an economic catalyst, attracting and insuring private investment in the waterfront and commercial area.
- o The business and property owners must make the necessary private investment and begin to provide the expanded range of goods and services the community and visitors will need.
- o The citizens must begin to patronize the local merchants who are responding to their needs and should support public and private actions which will lead to improved economic activity.

#### B. Staging and Cost of Public Improvements

Evidence of public commitment to revitalization will be necessary before realistic private investment can take place. Already a number of water and sewer projects are underway in North Beach. Table 4 identifies the necessary public investments, the required funding, the potential sources of funding, the funding status and the time frame for implementation. The total public investment required over a 4-5 year period is an estimated \$6.4 million. Federal and/or state funding sources have been identified for each item of public investment.

#### C. Staging and Cost of Private Investment

Five specific sites for private investment have been identified in this plan. Federal, state or local technical and/or financial assistance should be made available to encourage rehabilitation or development of appropriate commercial uses on these sites. In fact, the availability of such assistance could mean that private investment could occur earlier than expected. Cost estimates and possible sources of financial assistance are listed in Table 5.

With the type and scale of public improvements contemplated in North Beach it is highly likely that private investment will occur in addition to the five identified sites. If the nature and scale of such private investment supports the North Beach waterfront revitalization goals, consideration should be given to technical/financial assistance for such projects.

TABLE 4

COST OF IMPLEMENTATION  
PUBLIC INVESTMENT  
October 1983

| Project  | Funding<br>Required | Source  | Status of<br>Funding   | Time Frame for<br>Implementation                    |
|--|---------------------|---|--|---|
| o Water System   | \$1,200,000         | FmHA  | Pending  | Application prepared                                |
| o Sewer Plant Expansion  | 1,900,000           | EPA<br>State<br>North Beach                           | Approved   | Under construction; will<br>be completed in 1984/85 |
| o New Pumping Station and<br>Sewer Renovation                                  | 250,000             | EPA<br>State<br>North Beach                           | Approved   | Under construction; will<br>be completed in 1984/85 |
| o Sewer Renovation   | 250,000             | HUD<br>New Jobs Program                               | \$155,000<br>has been<br>approved                                | Construction will be<br>completed in 1984           |
| o Stormwater Management  | 1,300,000           | HUD Block Grant<br>County                             | \$500,000<br>has been<br>approved                                | Construction will be<br>completed in 1984/85        |
| o Beach Front Acquisition<br>- Waterfront parcels (3)<br>- Pier and sand beach | 340,000<br>140,000  | DNR/POS and<br>Chesapeake Bay<br>Acquisition<br>Funds | Funding<br>pending<br>appraisals                                 | 1984  |
| o Construction of Boat Ramp;<br>Parking Lot; Reopen Small<br>Marina            | 300,000             | DNR (Waterway<br>Improvement<br>Funds)                | Application<br>pending;<br>\$25,000<br>approved for<br>boat ramp | Construction in 1984                                |

TABLE 4 (cont.)

COST OF IMPLEMENTATION  
PUBLIC INVESTMENT  
October 1983

| Project  | Funding<br>Required | Source   | Status of<br>Funding           | Time Frame for<br>Implementation  |
|--|---------------------|--|--------------------------------|---|
| o Beach Front Restoration  |                     |  |                                |   |
| - Bulkheads and Groins   | 1,000,000           | RC&D   | Application<br>approved        | RC&D survey engineering,<br>bulkhead design and<br>construction to begin<br>in 1984 |
| - Sand Beach   | 1,000,000           | U.S. Army Corps<br>of Engineers<br>MD Special<br>Appropriation | Authorization<br>is needed     | Construction projected<br>for 1984/85   |
| o Construction of Baywalk  | 500,000             | CDBG Program   | Application<br>needed          | 1985 - 1986   |
| o Rerouting of Route 261<br>to Chesapeake Avenue                             | 700,000             | MDOT   | Application<br>pending         | 1984 - 1985   |
| o Parking Area (Acquisition<br>and Paving)                                   | 150,000             | CDBG Program   | Application<br>needed          | 1984 - 1987   |
| o New Curbs, Gutters,<br>Sidewalks, Street Repairs,<br>Underground Utilities | 700,000             | CDBG Program   | Application<br>needed          | 1985 - 1987   |
| - Chesapeake Ave.  |                     | MDOT   | Written<br>agreement<br>needed | Construction in 1984  |

TABLE 4 (cont.)

COST OF IMPLEMENTATION  
PUBLIC INVESTMENT  
October 1983

| Project                          | Funding<br>Required | Source | Status of<br>Funding  | Time Frame for<br>Implementation |
|----------------------------------|---------------------|--------|-----------------------|----------------------------------|
| o Renovation of Pier             | 50,000              | CDBG   | Application<br>needed | 1984                             |
| o Development of Fishing<br>Pier | 50,000              | DNR    | Application<br>needed | 1985                             |

Source: Town of North Beach  
Calvert County Planning Office  
The Phipps Group

TABLE 5

COST OF IMPLEMENTATION  
PRIVATE INVESTMENT  
October 1983

| Project                                   | Funding<br>Required | Source                                      | Status of<br>Funding  | Time Frame for<br>Implementation |
|---|---------------------|---|-----------------------|----------------------------------|
| o IGA Site                                | \$1,500,000         | Private<br>DECD/MICRF<br>DECD/MIDFA<br>UDAG | Application<br>needed | 1984 - 87                        |
| o Construction of a<br>Restaurant on Pier | 250,000             | Private<br>UDAG<br>DECD/MICRF               | Application<br>needed | 1984 - 87                        |
| o Calvert Hotel Site                      | 650,000             | Private<br>CDBG<br>DECD/MICRF               | Application<br>needed | 1984 - 87                        |
| o Hotel/Inn Site                          | 500,000             | Private<br>UDAG<br>DECD/MICRF               | Application<br>needed | 1984 - 87                        |
| o Bowling Alley Site                      | 1,200,000           | Private<br>DECD/MICRF<br>DECD/MIDFA<br>UDAG | Application<br>needed | 1984 - 87                        |

Source: Town of North Beach  
Calvert County Planning Office  
The Phipps Group

## APPENDICES

**APPENDIX A**

**ESTIMATION OF SAND FILL VOLUMES  
FOR BEACH NOURISHMENT PROJECT**



## Appendix A

### Estimation Of Sand Fill Volumes For Beach Nourishment Project.

#### FOR AN ADDITIONAL 100 FEET OF SHORELINE

The shoreline most suitable for beach nourishment along North Beach lies between points B and D. Because of differences in the shoreline, this reach has been divided into section B,C and section C,D.

For the shoreline extending from point B to point C in Figure 8.

Given that:

- (1) 100 feet of beach between points B and C would require 573.5 cubic feet of sand per linear foot of beach.  
(design height for shoreline is 4 feet and the slope of design beach profile will approximate the existing shoreline profile slope as shown in the design shoreline for points C to D in the accompanying sketch).
- (2) and, there are 1425 linear feet of shoreline between points B and C.

We can determine that:

- (3) There are approximately 30,270.5 cubic yards of sand needed to complete a beach nourishment project along this length of shoreline.
- (4) And using a price of \$10/cubic yard for the cost of pumping the sand to the beach from offshore, we can estimate the costs of beach nourishment along this shoreline at \$302,705.

For the shoreline extending from point C to point D in Figure 8.

Given that:

- (1) 100 feet of beach between points C and D would require 802.5 cubic feet of sand per linear foot of beach  
(design height for shoreline is 4 feet and the slope of design beach profile will approximate the existing shoreline profile slope as shown in the design shoreline for points C to D in the accompanying sketch).
- (2) and, there are 781.5 linear feet of shoreline between points C and D.

We can determine that:

(3) There are approximately 23,229.8 cubic yards of sand needed to complete a beach nourishment project along this length of shoreline.

(4) And at \$10/cubic yard it will cost \$232,298 for pumping the required amount of sand.

Therefore:

It should cost approximately \$535,003 to pump the required amount of sand onto the North Beach shoreline between points B and D to create an additional 100 feet of beach.

If the sand must be trucked to the beach site from a source other than an offshore source then the cost of this beach nourishment project will be considerably higher and will have to be recalculated according to the source and its distance from North Beach.

It is also important to note that there will be an overfill requirement for a beach fill project such as this, the particular overfill volume (additional amount of sand that must be pumped onto the beach in order to account for the loss of that fraction of the sand material that is too small in diameter to remain on the beach) will vary according to the individual characteristics of the sand source.

FOR AN ADDITIONAL 200 FEET OF SHORELINE

For the shoreline extending from point B to point C in Figure 8.

Given that:

- (1) 200 feet of beach between points B and C would require 1112.5 cubic feet of sand per linear foot of beach. (design height for shoreline is 4 feet and the slope of design beach profile will approximate the existing shoreline profile slope as shown in the design shoreline for points C to D in the accompanying sketch).
- (2) and, there are 1425 linear feet of shoreline between points B and C.

We can determine that:

- (3) There are approximately 58,720.0 cubic yards of sand needed to complete a beach nourishment project along this length of shoreline.
- (4) And using a price of \$10/cubic yard for the cost of pumping the sand to the beach from offshore, we can estimate the costs of beach nourishment along this shoreline at \$587,200.

For the shoreline extending from point C to point D in Figure 8.

Given that:

- (1) 200 feet of beach between points C and D would require 1502.5 cubic feet of sand per linear foot of beach (design height for shoreline is 4 feet and the slope of design beach profile will approximate the existing shoreline profile slope as shown in the design shoreline for points C to D in the accompanying sketch).
- (2) and, there are 781.5 linear feet of shoreline between points C and D.

We can determine that:

- (3) There are approximately 43,492.5 cubic yards of sand needed to complete a beach nourishment project along this length of shoreline.
- (4) And at \$10/cubic yard it will cost \$434,925 for pumping the required amount of sand.

Therefore:

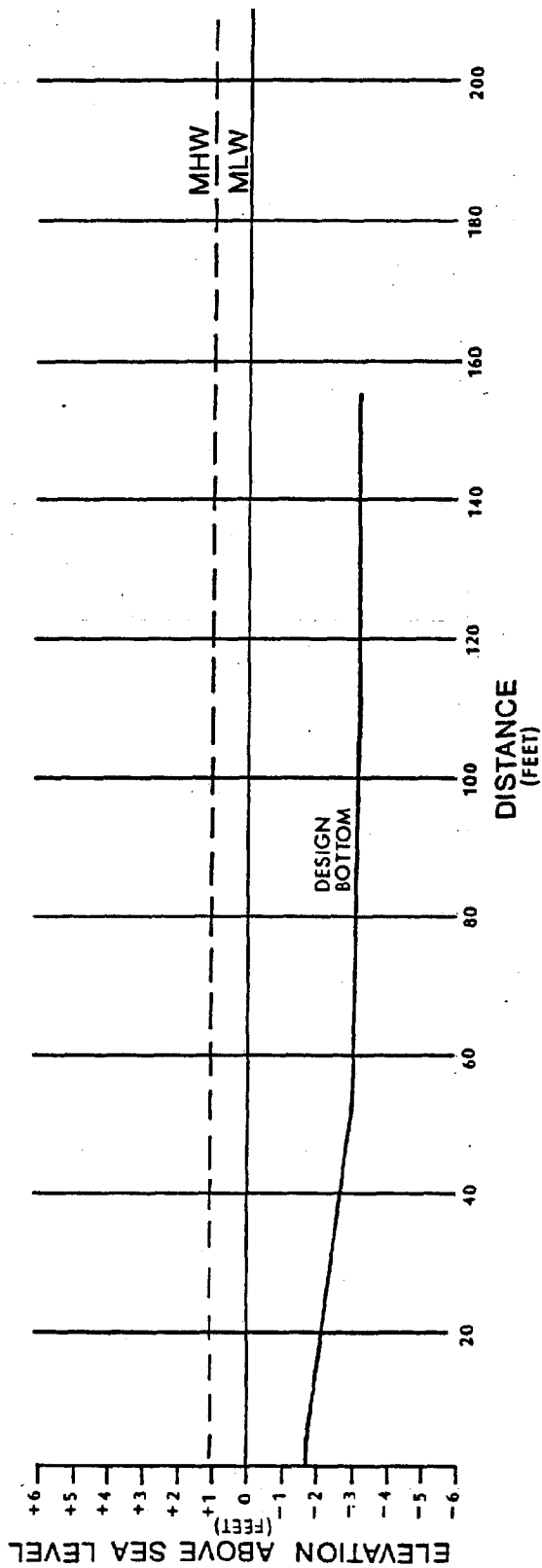
It should cost approximately \$1,022,125 to pump the required amount of sand onto the North Beach shoreline between points B

and D to create an additional 200 feet of beach.

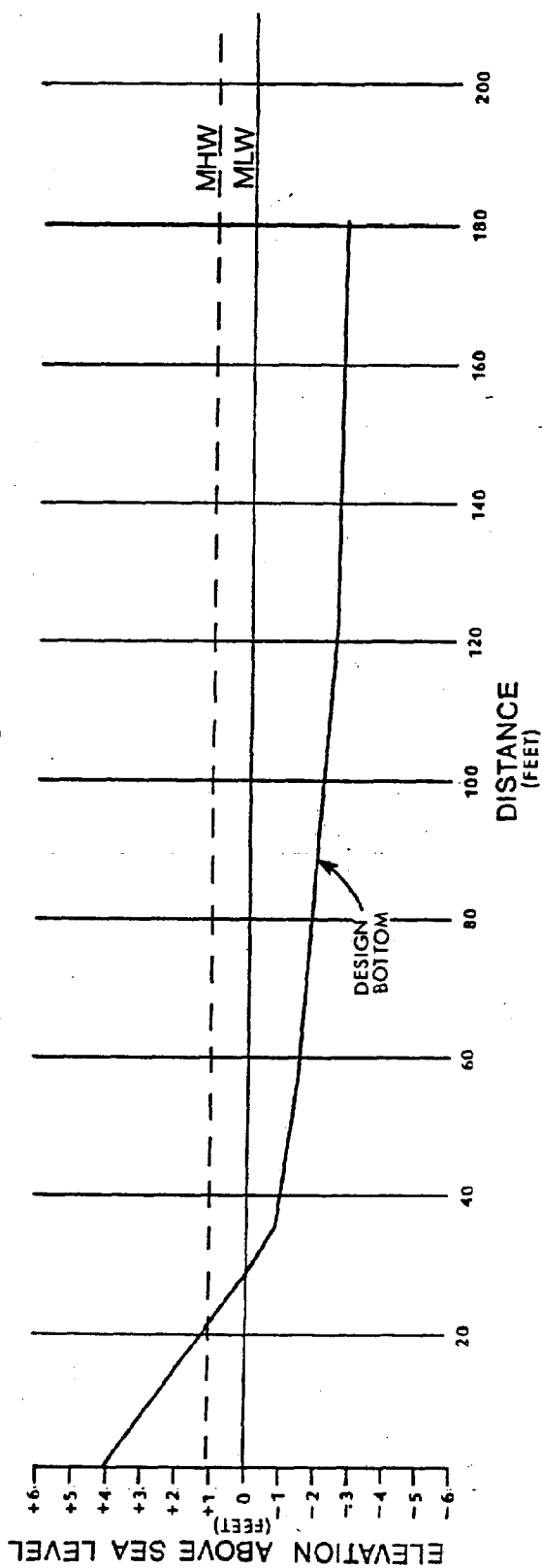
If the sand must be trucked to the beach site from a source other than an offshore source then the cost of this beach nourishment project will be considerably higher and will have to be recalculated according to the source and its distance from North Beach.

It is also important to note that there will be an overfill requirement for a beach fill project such as this, the particular overfill volume (additional amount of sand that must be pumped onto the beach in order to account for the loss of that fraction of the sand material that is too small in diameter to remain on the beach) will vary according to the individual characteristics of the sand source.

TRANSECT - DESIGN SHORELINE FOR POINTS C TO D



TRANSECT - DESIGN SHORELINE FOR POINTS "B" TO "C"



**APPENDIX B**

**ESTIMATE OF DREDGING VOLUME AND COST**

## Appendix B

### Estimate of dredging volume and cost.

An accurate estimation of dredging volume and costs for a marina project in North Beach will not be possible until the proposed marina has been sited and the actual location of the boating channel has been chosen. However an attempt will be made to prepare a "ball park" estimate for the purpose of long range planning. It must be understood that the estimate of the dredging project cost presented are only tentative and can not be relayed on for accuracy.

Given an average depth of 2.5 feet and a 75 foot wide channel there would be 200 cubic feet of dredge material per linear foot of channel. If the channel were 4500 feet long (average distance to the deep water off of North Beach) there would be approximately 33,336 cubic yards of dredge spoil. At \$10/cubic foot for dredging costs the project costs would be approximately \$333,360.

This estimate does not include the costs of spoil disposal which could range from very little (if the material dredged was suitable for use in the beach nourishment project detailed above) to very high if the dredge material must be trucked to some distant location for proper disposal.

**APPENDIX C**

**EVALUATION OF WATERFRONT STRUCTURES**



## Appendix C

### Evaluation of Waterfront Structures

During the summer of 1983 the five primary waterfront structures in North Beach (see Figure 8, Roman numerals I to V) were evaluated for structural condition.

#### Groins

In addition, the ten groins along the shoreline were inspected. Only two of the groins inspected were in operational condition, the other eight were non-operational and beyond repair. The two groins that were in operational condition were collecting sand along their northern face, however the amount of sand collected was minimal. Aerial photos of North Beach during the last 20 years show sand collecting against either of both sides of these groins, leaving some questions about the dominate direction of littoral drift along this shoreline.

#### Structure I (see Figure 8)

Approximately 787 feet of wooden batterpile bulkhead that is in poor structural condition due to rot, apparent marine borer activity in some locations as well as submining due to scouring along some sections.

This structure is used as erosion protection for Atlantic Avenue and the houses immediately adjacent to Atlantic Avenue. There is almost continuous fishing being done from the bulkhead offering a considerable recreational resource for the vicinity.

Work will need to be done in the immediate future if this structure is to remain in place. Currently the state is considering measures for improving protection offered by this structure.

#### Structure II

Approximately 280 feet of wooden batterpile bulkhead located along a sand beach. The age of this structure is unknown but the condition is poor due to rot in the batterpiles which support the wooden sheating from falling foward.

The structure is used to support a wooden walkway (baywalk) which is fastened to the top of the bulkhead which is the only point of access to many of the houses that face the Bay along this shoreline.

This structure may require replacement in the near future unless other measures are taken to improve shore erosion protection for this section of beach.

#### Structure III

Approximately 300 feet of wooden bulkhead that reaches between the pier and the end of Structure II. The condition of this bulkhead can't be adequately determined because the entire structure is covered in sand, however the portions that are exposed appear to be in good condition.

The purpose of this bulkhead is apparently for protection of the housing foundations of the adjacent homes (all within 25 to 30 feet of the shore zone) during the major storms.

This structure may never require replacement if flood hazard area provisions require the eventual removal of homes from the active shore zone.

#### Structure IV

Approximately 782 feet of metal bulkhead (Larssen U-Section) which is of unknown age but is suffering from extensive deterioration and will require replacement or some other alternative erosion protection (i.e. beach fill) in the near future.

The bulkhead serves as bank support for Bay Avenue and the houses that are adjacent to Bay Avenue. Additionally this shoreline serves as a recreational fishing area for many residents of the vicinity.

#### Structure V - The Pier

A privately owned 500 foot wooden pier of considerable age. Currently the pier is closed to the public however if the necessary repair work were done the pier would be in satisfactory condition for reopening to the public. The deck planking is deteriorated beyond repair and will need replacement. The cross sills (12"x12") are in apparent good condition, the bracing used between the pilings will require replacement and the pilings vary considerably in their suitability for reuse. A thorough examination of each pile should be undertaken and its condition determined. Those piles found unsuitable should be replaced with properly sized and treated pilings before a new deck is put in place.

If another building is placed at the end of the pier all pilings and cross sills to be used for its support should be replaced with new properly sized and treated materials.

**APPENDIX D**

**LIST OF BUSINESSES  
IN NORTH BEACH**

NORTH BEACH

LIST OF BUSINESSES

- |  |  |
|--|--|
| 1. Al Cole TV<br>8805 Chesapeake Ave.                          | 16. Barber Shop<br>9122 Bay Avenue                               |
| 2. Sand Castle Gift Shop<br>8833 Chesapeake Ave.               | 17. Laundromat<br>9124 Bay Avenue                                |
| 3. Silver Coast Real Estate<br>8901 Chesapeake Ave.            | 18. High's<br>7th & Bay Avenue                                   |
| 4. North Beach Post Office<br>8903 Chesapeake Ave.             | 19. Westlawn Inn<br>9200 Chesapeake Ave.                         |
| 5. Gift Shop<br>8909 Chesapeake Ave.                           | 20. Jan's Cycles<br>9010 Chesapeake                              |
| 6. Dry Cleaner Service<br>8909 Chesapeake Ave.                 | 21. Freddies Tavern<br>8924 Chesapeake                           |
| 7. Kenny's Garage<br>8923 Chesapeake Ave.                      | 22. Sneads Hardware<br>8900 Chesapeake Ave.                      |
| 8. Ceramic Ladies<br>9020 Bay Avenue                           | 23. Sherberts Mobil Station<br>Corner, Chesapeake Ave.           |
| 9. Fresh Air Inc.<br>9022 Bay Avenue                           | 24. Beauty Shop<br>8804 Chesapeake Ave.                          |
| 10. Carlson-Jameson, Inc.<br>Art and Design<br>9016 Bay Avenue | 25. Betty Sue's Confection-<br>ary Store<br>8802 Chesapeake Ave. |
| 11. IGA Supermarket<br>9036 Bay                                | 26. J.R.'s Lounge<br>8800 Chesapeake Ave.                        |
| 12. Marlo Funiture<br>4100 Third Street                        | 27. Promotions See Us<br>Block 15, Lots 2,3                      |
| 13. Bowling Alley<br>9100 Bay Avenue                           | 28. Blackie & Lil's<br>Restaurant & Bar                          |
| 14. B/C Lounge<br>9108 Bay Avenue                              | 29. Floral Designs<br>7th Street                                 |
| 15. Nice "N" Fleasy<br>9131 Bay Ave.                           | 30. Beauty Shop<br>9201 Annapolis Ave.                           |

**APPENDIX E**

**RELEVANT NEWSPAPER STORIES**

**Rehab**

# Crowd Packs Town Hall

by Laura Tuchman

Much to Mayor Buck Gott's delight, over 50 citizens filled the North Beach town hall last Tuesday night for the first public meeting on the community's waterfront revitalization study, a \$9,500 state-funded project to revive the once-flourishing beach resort.

"Words cannot express my feelings at seeing so many people here tonight," said Gott, looking out over the crowd. On a good night, a town

council meeting draws maybe a dozen residents. A recent budget hearing brought only two.

But last week, lured by the promise of better things to come, citizens filled the town, leaving standing room only. Led by the Phipps Group, a Takoma Park-based consulting firm, residents, business owners, and town and county officials viewed a slide presentation of waterfront success stories that stretched from Rhode Island to Georgia

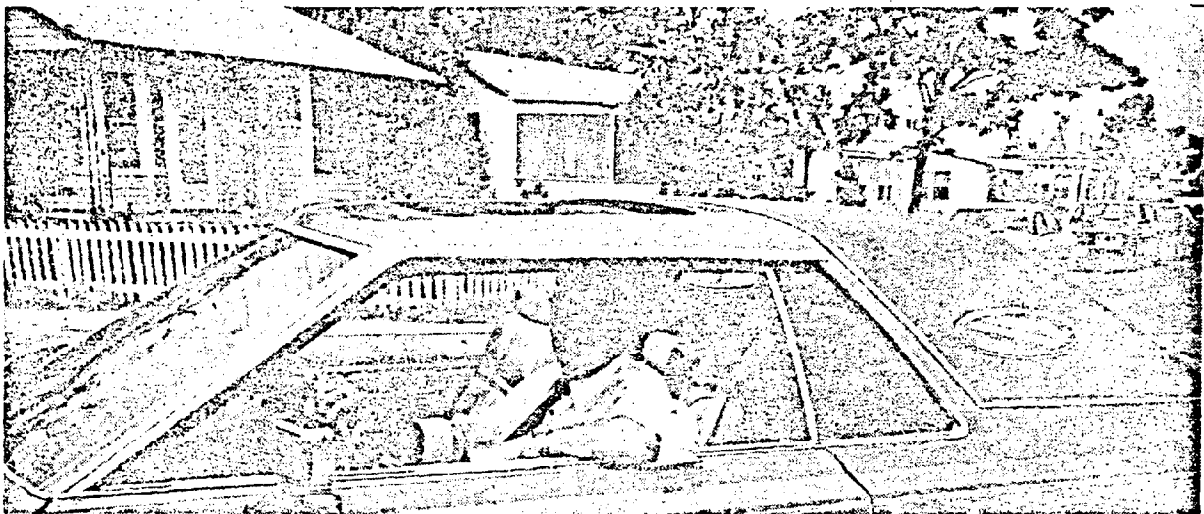
and west to Washington state.

Beach parks, piers, tot lots, hotels—the consultants' photographs helped spark ideas for how North Beach residents want to revitalize their community. "A lot of consultants come in with fireworks and leave you with nothing. We hope we will inspire you," said Ann Breene of the Waterfront Center, a Washington-based clearing house for information on urban water-

See CROWD, Page A-10

Prince Frederick, Maryland

Subscription \$10.00 in Calvert County, \$16.00 Out of County



North Beach Mayor Buck Gott pauses on Atlantic Avenue before returning home. Photo by Laura Tuchman

## Crowd

Continued from Page A-1

fronts that has teamed with the Phipps Group.

The North Beach study, funded by a \$10,000 Maryland Department of Natural Resources grant, will survey the town's existing businesses and the condition of the shoreline commercial district, an area that stretches two blocks back from the water. The consultants will also study the town for shore management recommendations and produce a list of redevelopment goals.

The consultants asked residents and business owners to consider what they want for North Beach, and what they don't want, bringing "a new spirit—a sense of hope for the future" to their thinking. "Take a walk around your block and ask, 'Is this worth saving?'" suggested architect Alan Sparbar, another member of the Phipps team. "Ask, 'What would look good?' 'What could happen in that area?' Try to look at the place with a new pair of eyes."

Citizens' ideas will be filtered through the project's steering committee, a six-person team of residents, business owners and town planning commission members. Town officials and steering committee members should "demand that everyone speak up," said consultant Frances Phipps. "Any town without a strong opinion is not worth living in," she said.

Mayor Gott's ideas include several "possibilities"—a new marina, a pier, and concession areas—all to make North Beach a "family-type resort." "I'm hoping to promote and sell this idea from Florida to Maine," he said, em-

phasizing that the Chesapeake Bay is the town's "biggest asset."

"Remember," he said, "we were born and conceived as a resort area. That is our survival. I can't see anyone in this room wanting us to stay as we are or have been for the past several years." But, Gott added, "I need you as citizens to make my ideas work."

The Mayor's enthusiasm is part of a "new political atmosphere," noted Dale Thomas, a steering committee member and owner of Nice 'n Fleasy Antique Shop at 7th and Bay Avenue. The Mayor has renewed Thomas' hopes that redevelopment "is going to come from within."

Residents must now consider whether they want a family resort or a major tourist center, but whatever the choice, the Phipps Group believes waterfront revitalization must draw people from outside areas. "If your town could survive serving only the surrounding neighborhood, it would be doing much better than it is now," Frances Phipps said.

But the choices are left to the town. "We have no preconceived notions," consultant Hal Phipps said. Once the goals are chosen, more grant funds and revolving loans can help make them a reality, the consultants said. "What this town needs is to capture some of those dollars that are washing right through it like mud on a California hillside," Frances Phipps said.

The steering committee's reports will be heard at the next waterfront study meeting on Wednesday, July 6 at 7:30 p.m. in the town hall. The session will also include a discussion of possible waterfront goals.

# North Beach Turns Out For Waterfront Meeting

**NORTH BEACH**—The town hall filled to capacity Tuesday night with residents who saw slides of North Beach history and heard plans for future development.

The meeting also brought together numerous town, county and regional officials for a first encounter with consultants of the Phipps Group, a Takoma Park-based company hired to conduct a waterfront revitalization study for North Beach.

The study, to be paid for with a \$9,500 grant from the state Department of Natural Resources, will inventory the beach area for possible commercial and residential development. At the meeting, consultants outlined a timetable for drafting plans which will rely heavily on citizen involvement.

A six-member citizen's steering committee will be responsible for collecting comments from citizens. Town folks will be asked what kind of changes they would like to see in North Beach.

"Assume there is a potential to build your beach back up," said one of the outside officials at the meeting. "If you can build the beach back you will be facing a lot of questions. Do you want a boardwalk, just a beach, a pier, removal of some structures or boating (marina)?"

Town residents at Tuesday's meeting were given a lot to think about, as consultants presented slides showing how other towns in the United States were renovated from ugly, blighted areas to colorful communities. Interspersed with the slides from South Carolina, New England and elsewhere were telling shots of the North Beach waterfront, as if to say, 'this is possible here.'

Some of the changes shown in other renovated communities included promenades along the shore where there was once a failing seawall, an open space park that was once an oil tank storage site, and colorful buildings that were once ugly concrete structures.

Consultants emphasized the need to attract outsiders into town for a successful revitalization. "Com-

mercial revitalization is not really just fixing up buildings," said one consultant. "It's bringing in people."

Consultants acknowledged that a town revitalization would be possible without drawing on the tourist trade, but they implied it would be very difficult to pull off. "If you could survive by serving only your own neighborhood it would be doing better now," said one official.

Several questions arose out of the attentive audience on just what this revitalization would mean for North Beach. One man wondered, "Is it just the waterfront you're talking about or the whole town?"

Consultants stated that they were only studying the waterfront and adjacent business district. Residential areas along the front would also be considered in the study, they said, "although this would not necessarily mean a change (for the homeowners)."

The question of money inevitably surfaced from the crowd. "How much money are we talking about to do all this—\$10,000, \$10 million or what?" asked a resident.

Mayor Buck Gott then spoke from his dais about money. He said there are grants available for various projects after the study is completed, but he acknowledged it would take some looking to find the funds.

"The money is nowhere as free as in the 70's," spoke the mayor. "Then they said, 'here it is on the table, please come take it.' Now they put it behind a door and you've got to find out what door it's behind."

Consultants alluded to a kind of domino development theory, where some grant money gets the project going and then property owners develop incentive to go from there. Also, they noted, there is money available for town businessmen to fix up their property.

"Sometimes there is a strong community sentiment which says, 'Why should we pay them (businessmen) for having neglected their buildings for years?'" declared a consultant. "But otherwise there is no change. If you cannot provide incentive (for the businesses)

nothing can be done."

While the consultants were filled with obvious optimism for North Beach, it was Mayor Gott and steering committee member Dale Thomas who really rallied the crowd. Thomas recounted a visit several years ago by the ambassador to Kuwait—a man who was eyeing North Beach as a potential investment.

"I always thought if there was going to be any change in North Beach it would have to come from outside the community," said Thomas, after telling of the ambassador's tour along the waterfront. "But seeing you all tonight and with the new political climate, I think we can do it from within."

Spontaneous applause filled the old town hall.

Gott had similar words of enthusiasm. "I think we have one of the greatest potentials on the East Coast," said the mayor. "The town has the facilities to bring people here to make money. We were conceived as a resort community. I can't see anyone in this room wanting us to stay as we are."

## Citizens Be Heard!

Here are the committee members and phone numbers where they can be reached:

—Dale Thomas, 855-5066 or 257-3044.

—Wilson Sneade, 257-2963 or 855-8120.

—Vic Scuderi, 257-7894 or 929-9112.

—Ken Baake, 257-9657 or 855-1029.

—Bill Jenkins, 257-2073 or 855-7874.

—Betty Jameson, 855-5408.

Our

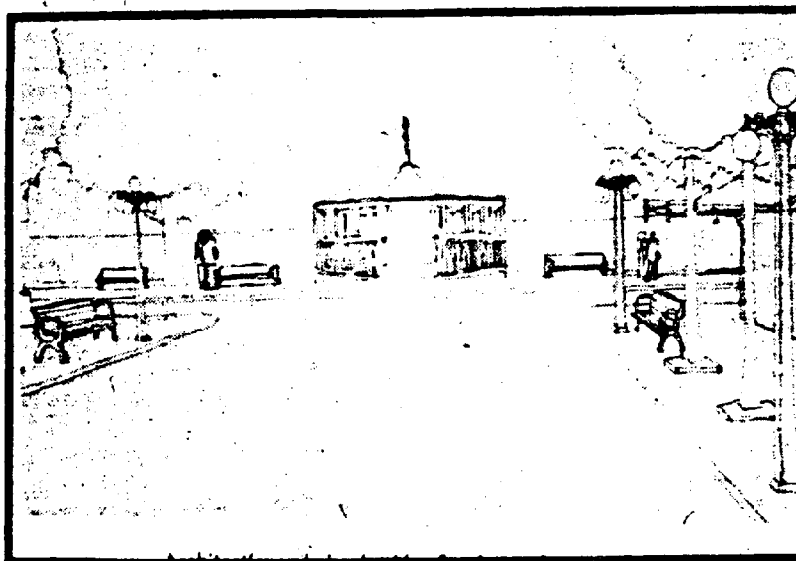


# County Recorder

535-1214 or 855-1029

Friday, August 26, 1983

Prince Frederi



## 60 Are Unanimous For Revitalization

By Ken Baake  
Managing Editor

**NORTH BEACH**—There were blueprint sketches on the wall showing what it could look like...tree-lined walkways and shops next to the IGA store, a wooden promenade with colorful flags along the waterfront, sandy beaches extending several hundred feet out into the Bay, a refurbished Calvert Hotel with rooms for rent and an enclosed family restaurant...

All of these drawings came one step closer to reality Wednesday night as consultants from the Phipps Group conducted the third public meeting on North Beach waterfront

revitalization. There were some questions and differing opinions among the 60 people who turned out at the town firehall, but in the end everyone indicated agreement on the overall concept.

"Let's have a show of hands for those who think we're putting together something worthwhile," said Mayor Buck Gott at the close of the two-hour get together.

All 60 people—even those with probing questions—raised their hands.

The revitalization blueprints were drawn up by consultants who were hired by the town through a state grant. The gist of the plan, as

See 'BAYWALK,' Page A-8

ented Wednesday, involves ing more sand to the almost non-ent beach and upgrading the nercial center of town in order aw money spending tourists.

#### A 200-Foot Sand Beach

e beach extension plan was ented by consultant Jim Hutto. involves trucking in sand or ing it from further out in the to build up a new beach ex- ng out 200 feet. The expanded n initially would run from First t to Seventh Street.

to said the original town beach lost after the mid 1800s when s were installed in the Rose n area. Those jetties trapped the sand that would normally moved south along the coast hence, the town beach was ed for sand.

hat we are proposing is to ld the groins out and then find material for the beach," said "Either trucking it in or ing it from the bottom of the

t for the beach buildup was ated at \$200,000 to \$500,000, nding on final size and other eering factors. Hutto noted projects involving such massive ment of sand and water have n successful "up and down the

vn resident and former council ber John Strong protested the plans as being too ambitious. suggested the 200-foot beach l detract from the quaint town sphere by drawing in too many lers.

hy 200 feet?" asked Strong. t's too big. The idea is to flood own with out-of-towners. My rty values might skyrocket, on't think it's a place I want to up my kids."

ng's question on 'how much is uch' drew some debate, in- g comments from those who outsiders would be needed in to support the town economy. is massive, I agree," said town il member Jack Nutter. "But, as n't for revenue sharing (and county, state and federal s) none of us could afford to re."

essentially what we're doing is tuting the town (to out- )," said Strong. no, we're not prostituting it,

we're trying to make it prosper," said Town Mayor Buck Gott. "We were conceived as a resort town and we will die as a resort town."

Consultant Francis Phipps got to the heart of the question, stating that without outsiders to support progress, there could be none in North Beach.

"It's a nostalgic idea to think a small town can support itself," she said. "It's not possible for this town to make any type of changes...and support goods and services, without going to a broader community. It's not possible."

Councilmember and businessman Mike Simkins concurred, noting his gift shop trade relies on people from out of town to keep it in the black.

#### Recreational Boating Area in Town

Business, too, would be generated by the bigger beach, according to Hutto, who outlined the possibility of a small recreational boating area at the north end of town where people could rent and launch small vessels. The idea would be to establish North Beach as a place people associate with boating recreation. Then, and only then, said Hutto, would a full-scale town marina be possible.

#### A Baywalk and the Fifth Street Center

A second part of the consultant's plan involves setting up a walkway along the same stretch of waterfront, First Street to Seventh Street. The walkway, called "The Baywalk," would be lined with benches and trees and would run primarily along the shoulder of Bay Avenue.

In the commercial center of town, Third through Fifth streets, the walk could be larger, supporting some entertainment and boardwalk-type commercial shops.

The heart of the waterfront project would be at the foot of Fifth Street, across from the IGA—a place where bathers and sun worshippers already congregate. Plans call for purchasing the pier there owned by the Callis family and refurbishing it. A restaurant, boat slips and small walkway were suggested for the pier.

"We're trying to draw some of that recreational boat traffic that goes up and down the Bay and doesn't stop here," said consultant

Hal Phipps.

Across from the IGA would be an open gazebo which could house musical concerts and would include picnic tables. Small concessions, such as those selling swimming gear, were suggested.

The IGA complex itself would form a vital link in the project. It would be used as is, with the open area between the buildings set up as a courtyard. Small shops could be set up in the part now used for grocery store storage.

"It's not expensive, but it helps establish the commercial mood," said Hal Phipps.

#### New Hotels in Old Buildings

Additional commercial revitalization would center around two old town hotel buildings which have fallen into disrepair—the Calvert Hotel on the waterfront and the old "Tiltin' Hilton," across from Franchis Restaurant.

Consultants suggest both buildings be renovated if possible, with rooms rented out for weekend guests and food served on site. Consultant Francis Phipps, however, cautioned that such "gut rehabilitation" would probably be very expensive." and that the town would have to be committed to the waterfront project before any investors would be willing to undertake the risk.

"It would cost a minimum of \$65 per square foot," she noted. "It would be very charming to have a restaurant and hotel right there, but you have to ask yourself, 'would an investor come in to town unless you are willing to take (necessary) steps.'"

# Baywalk Is Highlight of Beach Plans

Continued from Page A-1

## Gott Applies for Storm Water Grant

One town resident wondered how the project at Fifth Street could survive the constant flooding that now occurs there. Consultant Hutto acknowledged that storms will eventually strike any waterfront structures. "When we build recreational facilities they would be built with a reasonable chance of weathering the storm," said Hutto.

Mayor Gott interjected. "You're talking about the big storms that occur every 50 years or so. I think he (town resident) means the flooding we get every time it rains."

Gott stated that such day-to-day flooding could be solved by a \$½ million grant he has applied for to upgrade town storm water management. "We will have the answer the first week of September (about whether or not North Beach gets the money)," said Gott.

## Parking and Traffic

Another vital part of the waterfront plan involves parking and road traffic. Here, the consultants proposed making Bay Avenue one way North bound over to Seventh Street and keeping Chesapeake Avenue two way. Parking spaces would be built along the commercial stretch of Bay Avenue—130 altogether, according to the consultants. Parking also would be set up behind the IGA. Some parking would be set aside, too, for town residents whose homes are in the waterfront area.

Some people questioned whether or not the town would get enough tourism dollars to support maintenance of the new projects. Once again he cited grants as the hoped-

for solution.

"We're chasing money from here to California and back," the mayor said. "Ocean City gets state money for maintenance. The State of Maryland is willing to help us maintain it."

Town resident Albert "Pop Brown" Glickfield was at the meeting along with W.C. Petrie Sr.

Both men own a lot of property in North Beach and would be instrumental in the development project. Glickfield had a comment during the question and answer session.

"How can we get hurt (by the revitalization)?" he asked. "There's no money here now to pay the taxes."

# Money

NOVEMBER 1983 \$2.50

## Retreats That Pay Their Way

Chosen carefully, they're appreciating assets, income producers—and tax shelters with a view.



JOHN MADSEN

**Jim and Barbara Wallace bought their Chesapeake Bay bungalow in North Beach, Md. for a modest \$45,000 because both it and the onetime gambling resort had seen better days. The Wallaces spent \$11,000 on refurbishing, and now North Beach is enjoying its own revival.**

► Look for real buys in resort areas that are on their way to becoming popular. Jim Wallace, a retired Air Force lieutenant colonel, and his wife Bobbie, an author of children's books, bought a three-bedroom waterfront bungalow for just \$45,000 last October in North Beach, Md. The down-at-the-heels former gambling mecca, 45 minutes from Washington, D.C. on the state's run-down western shore of Chesapeake Bay, is in the midst of a revival. The Wallaces spent \$11,000 on a fence, a front porch and an oak floor but enjoy doing much of the other renovation work themselves.

# Editorial Page

## *Waterfront Survey*

The Recorder is assisting North Beach civic leaders and the town Waterfront Revitalization Steering Committee come up with a list of citizen goals for restoration of the town waterfront and commercial area. (See editor's column on this page).

We ask each town resident to fill out this survey and mail it to the newspaper—Calvert County Recorder, Box F. Prince Frederick, Md. 20678.

Please include your name and address on the survey, so we can be sure who lives in town and who doesn't. We welcome comments from non-residents, but would like to know which comments are from residents and which ones are from outsiders.

Prior to the July meeting between the steering committee and town consultants we will collect all the forms and turn the information over to the committee. We will then publish the results of the survey (without names and addresses) in the paper.

Here's the survey. Please indicate whether you like the idea, don't like it or have no opinion.

1) Do you want to see sand brought in to build up a bigger beach in town?

Yes \_\_\_\_\_, No \_\_\_\_\_, Not Sure \_\_\_\_\_  
Where? \_\_\_\_\_

2) Would you like to see an open park for picnics and festivals along the waterfront?

Yes \_\_\_\_\_, No \_\_\_\_\_, Not Sure \_\_\_\_\_  
Where? \_\_\_\_\_

3) Would you rather see a large boardwalk with amusements and shops or a smaller promenade just for strolling and sightseeing?

Boardwalk \_\_\_\_\_, Promenade \_\_\_\_\_, Both \_\_\_\_\_, Neither \_\_\_\_\_, Not Sure \_\_\_\_\_

4) Would you like to see the town purchase Uncle Billy's Pier in front of the IGA for public use?

Yes \_\_\_\_\_, No \_\_\_\_\_, Not Sure \_\_\_\_\_

What use? \_\_\_\_\_

5) Would you like to see more restaurants along the waterfront?

Yes \_\_\_\_\_

Where? \_\_\_\_\_

6) Would you like to see outdoor festivals held along the waterfront?

Yes \_\_\_\_\_

Where? \_\_\_\_\_

7) Should North Beach try to draw tourists into town?

Yes \_\_\_\_\_, No \_\_\_\_\_, Not Sure \_\_\_\_\_

8) Should the town try to buy some waterfront properties for commercial use?

Yes \_\_\_\_\_, No \_\_\_\_\_, Not Sure \_\_\_\_\_

Which ones? \_\_\_\_\_

9) Should waterfront commercial buildings be renovated, torn down or left alone?

Renovated \_\_, Torn Down \_\_, Left Alone \_\_, Not Sure \_\_

Which buildings? \_\_\_\_\_

10) Should Main Street commercial buildings (such as those across from the town hall) be renovated, torn down, or left alone?

Renovated /, Torn Down \_\_, Left Alone \_\_, Not Sure \_\_

11) Is additional parking needed along the waterfront and Main Street?

Yes \_\_\_\_\_, No \_\_\_\_\_, Not Sure \_\_\_\_\_

12) Would you agree to having some town tax money used for the waterfront revitalization program?

Yes \_\_\_\_\_, No \_\_\_\_\_, Not Sure \_\_\_\_\_

# *Survey Results*

In an effort to assist the North Beach Waterfront Revitalization Steering Committee come up with a list of citizen goals for restoration of the town waterfront, the Recorder conducted a survey two weeks ago. The survey results were presented to the steering committee and other civic leaders at a meeting Wednesday night.

As promised, we will list the results in the paper, now.

Overall, we are pleased with the number of respondents. A total of 14 people took the time to fill out the 12-question survey and mail it back.

First, we should point out that nine of the responses came from people who live in town, while three came from people who live outside municipal limits. Two respondents did not identify themselves at all.

Most people who answered the survey elaborated on the 'yes-no' response by penciling in comments. Several actually typed out responses on separate sheets of paper.

Based on these responses, it appears as if North Beach residents and neighbors are ready for a change. On all of the questions dealing with suggested improvements, people answered 'yes' much more than they did 'no,' indicating a favorable response to the proposed waterfront revitalization program.

Here's a breakdown by question:

- 1) Our first question asked if people wanted to see sand brought in to build up a bigger beach. This question drew a unanimous 'yes' response—all 14 wanted a bigger beach.
- 2) Do people want an open park for picnics and festivals along the water? Yes, by an 11 to two margin, with one 'not sure.'
- 3) Would people prefer a large boardwalk with amusements and shops or a smaller promenade for walking? This question yielded perhaps the most interesting results, with eight favoring the promenade and three, the boardwalk. Three said 'both.' By a slight margin, then, it appears people would like to keep the waterfront development scaled down somewhat, and not overly-commercialized.

- 4) Should the town purchase Uncle Billy's Pier? Everyone said 'yes.' It's unanimous.
- 5) Do people want more restaurants on the waterfront? A majority, 13, said 'yes.'
- 6) Should the town hold outdoor festivals along the waterfront? 'Yes,' said 11 respondents.
- 7) Should North Beach try to draw tourists into town? By a majority of nine, people feel tourists are necessary. Only one said 'no,' while three indicated they were 'not sure.'
- 8) Should the town buy some waterfront property for commercial use? Again, a majority said 'yes,' with only three 'not sure.' No one said 'no' to this question.
- 9) Should waterfront commercial buildings be renovated, torn down or left alone? This question and the one which followed it drew a mixed bag of responses. Six people favored tearing down the waterfront commercial buildings, while two said 'renovated.' Five respondents said it would depend on the condition of the individual buildings—some should go and some should stay. One person was not sure.
- 10) Should Main Street commercial buildings be renovated, torn down or left alone? In this case, the majority felt at least some of the Main Street (Chesapeake Ave.) buildings could be saved. No one wanted them all torn down, while five said 'renovated.' Eight people indicated both, depending on the condition of the individual buildings.
- 11) Is additional parking needed on the waterfront? Ten people said 'yes,' while only two said 'no.' Two others were 'not sure.'
- 12) Would you agree to having some town tax money used for the waterfront revitalization program? Apparently, so, as people seem willing to put their money behind their thoughts. Ten people said 'yes.'

Calvert County

Recorder



**APPENDIX F**

**1920'S PROMOTIONAL BROCHURE  
FOR NORTH BEACH**

# NORTH BEACH

## MARYLAND

The most delightful  
Summer Resort  
on Chesapeake Bay

### Facts and Information

Dealing with conditions as they  
are right now, not as it is  
expected they will be  
at some future time

North Beach, Md.,  
is 25 years ahead  
of its competitors

A Real Health and Pleasure Resort

*Out of your office into your car—away to North Beach*

**N**ORTH BEACH, MD., is an incorporated town, governed by a mayor and council, capable business men, who have the interest of the community at heart.

Having outgrown its old quarters, the mayor and council have begun the construction of a new town hall, which will not only be adequate for present needs but will take into account future growth.

Police and other local officers necessary to conduct a well-regulated summer resort exercise constant vigilance in their departments.

An efficient volunteer fire department, provided with the latest equipment and comfortably housed in a modern building, affords ample protection from fire.

A grade school provides educational advantages for the children.

There is an abundance of electricity for power and light constantly available.

The North Beach Telephone Exchange makes such communication easy, prompt and very satisfactory.

The shore line of North Beach is protected by a concrete sea wall and jetties.

There are miles of concrete sidewalks. The streets are lighted by electricity and many of them are paved.

Streets are numbered and alphabetically named for the convenience of visitors.

North Beach enjoys a continuous building program. It has outgrown its original environments and is extending its frontiers in every direction.

*By good state roads or railroad—one hour from city*

*No other resort has so much worth while to offer you*

Good, wholesome pastry, at reasonable prices  
**EWALD'S BEACH BAKERY**  
Bread, Rolls, Pies, Cakes, Milk, Etc.

We have a summer cottage waiting for you  
**FITZGERALD REALTY CO.**

Real Estate, Loans, Insurance, Contracting

The first and last chance to get home cooking  
**KELLNER'S DELICATESSEN**  
Chicken, Fish, Crab and Steak Dinners

Bathing Accessories, Beach Pajamas, Shoes, Etc.  
**SELINGER'S NOVELTY SHOP**  
We sell at city prices. 3rd & Chesapeake Ave.

Spend a restful week-end at  
(Mrs. Fanning's) **"THE CRESHAM"**  
Home-cooked Meals Light Lunch Rooms

If it's electrical—I do it. Phone North Beach 44  
**B. G. LOVELESS**  
Electrical Contractor, North Beach, Md.

For Low Prices, Service and Quality buy at the  
**SANITARY GROCERY**  
Fresh Fruits, Vegetables, Groceries and Meats

Oil — Gas — Accessories  
**NORTH BEACH SERVICE STATION**  
Battery Charging and Rentals Towing

The House of Courteous Service  
**ROBT. S. MEAD & BRO.**

Paints, Roofing, Cement, Building Material, Etc.  
*"Vacation Days" will be happy days at North Beach*

*Work in the city—play at the beach—sleep in comfort*

There are approximately 1,500 houses in and about North Beach, representing a vast outlay of money. The summer population at times reaches probably 12,000. Truly, here is a very interesting city in the making.

Its proximity to Washington and Baltimore, its accessibility by steam railroad, bus, state roads and water, and the natural charm of the place, put it in a class by itself.

The State has recently completed a half-million-dollar concrete highway thus shortening the distance to North Beach.

There are hotels, boarding houses, cafeterias, etc., ample to please the most exacting appetites, and at reasonable prices.

This booklet is sponsored by the recently organized Chamber of Commerce. As will be seen from the number of business cards appearing herein there is progressiveness and co-operation among these live-wire merchants.

In this connection it should be said, in contrast with most resorts, one does not have "to go to the city" every time something is needed. It is the aim of these merchants to stock about everything that has been found to be necessary. Those who have experienced the provocation of not being able to get needed merchandise in other resorts will appreciate that this is a very important feature.

Southern Maryland is noted for its charm of countryside, its colonial homes, its corn and tobacco fields, and its vista of Chesapeake Bay. Many enjoyable automobile trips can be taken over good state roads, and if you want to hike there are plenty of places to go.

*Salt air, sunshine, a coat of tan—and health for you*

*Buy where your comfort and investment are assured*

**For a Good Meal or Refreshments**  
Go to **CRABTREE'S BAKERY AND LUNCH**  
Fresh Baked Goods Rooms to Rent

**The only Drug Store in North Beach**  
**BAILEY'S DRUG STORE**  
Sanitary Soda Fountain, Drugs and Sundries

**All modern improvements and conveniences**  
**THE ALTA HOTEL**  
Fish, Chicken, Fresh Vegetables. Reasonable

**Compliments of**  
**M. E. SWING COFFEE CO.**  
Featuring *Mesco* and *Town Club* Finest Coffees

**Chicken and Fish Dinners, \$1.25 T-bone Steaks**  
**KAY'S CAFE**

**A la carte and table d'hôte service**  
Fish, Crabs and Oysters served on Open Pier  
"OSCAR'S" CRAB HOUSE  
Soft Drinks, Motor Boats, Row Boats, Tackle, Bait

**New Store—New Stock—Reasonable Prices**  
**HAYES' CENTRAL GROCERY**  
Fresh Vegetables, Fruits, Groceries, Etc.

**Bowl for Health Reduce the Waistline**  
**OPEN-AIR BOWLING ALLEYS**  
S. H. Keyser, Mgr. 5th St. opposite Midway

**"Nation-Wide Service Groceries Chain"**  
**RUSSELL'S MARKET**  
Meats, Groceries, Vegetables. Bathing Suits.

*Oystering and duck shooting provide full relaxation*

*"Good times" in summer are memories all the winter*

The devotees of Izaac Walton will find many specimens of the finny tribe waiting to strike their bait. Trout, hardhead, rock, spot, and bluefish are the more common varieties. Crabbing also provides pleasant diversion. In the fall oystering and duck and rabbit shooting lure the sportsman.

North Beach is abundantly supplied with original forest trees—something not many resorts can boast. Not only do these trees supply the shade which is so comforting and necessary to your enjoyment, but they provide an artistic setting for the attractive cottages and bungalows, and are a haven for the beautiful wild birds.

For those who enjoy the forest and delight to walk along its cloistered avenues there is no more alluring spot.

The drinking water—and this is important—is supplied from artesian wells. This water contains sulphur, iron and magnesium in quantities sufficient to make it highly beneficial as a beverage. Physicians recommend this water, and it is sent daily to Washington and nearby cities.

In fact a resume of the advantages of this favored resort would not be complete did we not call attention to the fact that North Beach is a health resort as well as a pleasure resort.

Surrounding North Beach is a rich farming country, and an abundance of fresh vegetables, milk, butter, honey, chickens, etc., can be purchased at reasonable prices. Washington milk is also delivered daily.

*Whether it is an automobile trip through the country—*

*A "vacation home" assures your children health*

Compliments of the  
AMBASSADOR LAUNDRY  
In the Interest of a Greater North Beach

Enjoy an invigorating swim in the Bay  
NORTH BEACH BATH HOUSES

Bathing Suits — Showers — Private Lockers

Sparkling artesian water bubbling with health

WARD'S ARTESIAN WELLS  
Wells Drilled Quickly at Remarkably Low Cost

Plumbing and Heating. Any make Pump installed

WILLARD S. WARD  
Dayton Ave. bet. 2d and 3rd Sts. Phone N. B. 60

Wood — Coal — Ice

MERRILL C. WARD  
Daily Deliveries in Any Needed Quantity

With an unobstructed view of Chesapeake Bay the  
CALVERT HOTEL

Has come to be the summer home of many people

Radio Bingo on the Midway

FRANK NELSON

Come in, enjoy yourself, win a valuable prize

The Bailey Block—modern apartments and stores

DR. G. D. P. BAILEY

Lots—New Cottages and Bungalows—Easy Terms

North Beach Park—the delightful new subdivision  
AGENT ON PROPERTY

Lots at Reasonable Prices and Cottages Financed

or a moonlight canoe ride—you'll enjoy every minute

*Outdoor sports—fishing, crabbing, boating, bathing*

It has been said by those familiar with coast resorts that nowhere is there a more favored spot for bathing. A sand beach of the cleanest white sand extends for nearly a mile. There are no springs, holes, or treacherous undercurrent to alarm you, and the varying depths make it peculiarly adaptable to all ages and to every degree of skill in swimmers.

One might say that North Beach perhaps appeals especially to those with growing families. It has been often referred to as "the children's paradise", because there is nothing that can bring them to harm. In 25 years there is no record of a fatality to a child from accident in water or woods.

There is a Catholic and a Union Church. These minister to the spiritual requirements of the community.

A ferry line to connect our beaches with the Eastern Shore is now assured. The realization of this longfelt need will mark another great stride in our progress.

Finally, as you will observe, North Beach is already a town—not a speculative hazard.

All we ask: Investigate North Beach.

W. M. & A. MOTOR LINES, Inc.

North Beach Passenger and Freight Lines  
Freight Term'l 710 7th St. SW. Phone NA 0213

On the Bay Front opposite Temple of Mirth  
SINCLAIR'S SANDWICH SHOP

Soft Drinks, Ice Cream, Light Lunch, Cigars, Etc.

Further information—N. B. Chamber of Commerce

